

Position Description

Position title:	Manager, Media and Communications
Division:	Marketing and Communications
Location:	Melbourne
Reports to:	General Manager, Marketing and Communications
Approved by:	CEO
Date approved:	March 2021

About us

With over 29,000 members, the Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians.

The APA is proud to have a great working culture that is underpinned by our core values:

- Accountability
- Excellence
- Collaboration
- Courage
- Respect.

About the role

This role will suit a confident media and communications professional capable of cultivating productive working relationships and presenting messages in a clear, concise and articulate manner for a range of audiences, media and channels. A key responsibility is to provide leadership to a team of media and communication professionals, which requires prior experience in performance planning and review and staff development.

The Manager, Media and Communications is responsible for leading the development and implementation of communications and media strategies to support the achievement of the APA's organisational objectives across the membership, consumers and other key stakeholders in the healthcare landscape, leveraging a range of channels.

The Manager, Media and Communications is also accountable for a range of corporate communication responsibilities including member communications, advocacy and government relations communications support, and the development and execution of successful consumer awareness campaigns in collaboration with the Marketing team.

The role is also responsible for APA's media management, including relationships, issues and crisis/incident communications, in conjunction with the General Manager, Marketing and Communications.

A strong knowledge of, and ability to develop social and digital communications campaigns is essential in addition to experience integrating traditional communications channels with new and emerging digital channels.

This position requires exceptional verbal communication and interpersonal skills, along with the ability to manage cross-functional relationships. The Manager, Media and Communications will be an experienced people leader and provide leadership and development to a team of communication professionals.

The Manager, Media and Communications works closely with the Marketing, and Content and Publications teams in addition to other divisions to ensure the APA's strengths, vision and values are clearly communicated to a variety of audiences.

Key accountabilities

Strategic communication

- Provide leadership in planning, developing, implementing and evaluating communication strategies to support the APA's strategic direction, including best practice strategic communication, channel optimisation and stakeholder engagement advice.

- Lead and support the communications team to work collaboratively with stakeholders to plan, create, manage, and execute external communication strategies.
- Provide strategic advice and recommendations to the APA executive on communications and corporate reputation matters.
- Collaborate with the Membership Division to ensure contemporary member communications strategy and planning.
- Align communication and marketing messages through all materials.
- Ensure contemporary communications protocols and guidelines are implemented and documented.
- Establish best practice models for communications utilising a variety of channels and tools.
- Employ reporting and analysis tools to understand reach and effectiveness of APA communications at various levels.
- Establish communications goals and plans for different member cohorts.
- Use contemporary communications tools efficiently and leverage marketing automation platforms.
- Support APA marketing campaigns through thorough and well-developed stakeholder communications plans.

Media management

- Manage media relations activities including strategy, advice and execution to ensure professional representation of the APA and the physiotherapy profession at all levels.
- Actively increase share of voice in the local and national media in alignment with organisational objectives.
- Build, maintain and manage a network of media contacts.
- Manage directories of spokespeople, experts and media contacts.
- Manage an annual media calendar.
- Implement strategies for assessing the effectiveness of the APA's media efforts, including regular reporting on media coverage.
- Ensure contemporary media protocols and guidelines are in place for the organisation.
- Refresh and execute a social media communications strategy in tandem with the Marketing team.
- Liaise closely with the Policy and Government Relations team to influence decision-makers positively.

Leadership and engagement

- Be a positive influencer across the organisation

- Manage the performance of the Communications team effectively and efficiently through formal and informal mechanisms.
- Uphold organisational values and trademarks and keep the Communications team accountable for the same.
- Lead and inspire a positive team culture built on collaboration, trust, innovation, creativity, professional development and shared results.
- Manage all supervisory responsibilities for members of the Media and Communications team, including the program of work assigned to the team and the budget.
- Manage key vendor relationships as required.
- Provide monthly reporting as directed.
- Engage stakeholders and manage relationships including partners and vendors where appropriate.

About you

Education and experience

- Tertiary qualification(s) in communications, media, journalism, marketing, or a related discipline, and/or equivalent demonstrated experience in a related field.
- Demonstrated ability to translate strategy into communication outcomes and create a shared sense of purpose through well-developed leadership and stakeholder engagement skills.
- Demonstrated experience in managing media in a regulated and complex environment.
- Demonstrated content planning, communications strategy development, and social media experience.
- Demonstrated experience managing and leading communications professionals, including performance planning and review, staff development and career planning.
- Experience in the health sector or a membership organisation would be considered advantageous.
- Demonstrated understanding of the health landscape, including an understanding of contemporary issues, would be well regarded.
- Experience with marketing automation platforms, in particular Eloqua (Oracle), would be well regarded.

Personal attributes

- Collaborative, inclusive working style with an ability to bring people on your journey.
- Ability to work autonomously, set your own targets and manage time and resources to achieve your goals.
- High sense of accountability.
- Excellence in written and oral communication essential
- Ability to apply innovative and creative thinking to problem solving.

- Comfortable leveraging technology to support organisational and divisional objectives.