

Job Framework: Communications Officer



Job Title	Communications Officer	Work Type	Part Time (0.6 - 0.8)
Location	Melbourne	No. of Direct Reports	0
Reporting to	Communications and Campaigns Manager	Budget (Y/N)	N

The Organisation

At Marie Stopes International (MSI) we are pro-choice. We believe that every person has the right to make choices about their own body and future. As one of the world's leading providers of contraception and safe abortion care, we strive to give everyone the means to do so. Across 37 countries, we provide high quality, safe services, and advocate to create enabling environments so every client has access to services when and where they are needed.

MSI is committed to creating an inclusive environment with a workforce which is representative of the communities we serve. We're proud to be an equal opportunities employer and give equal consideration to all qualified applicants without regard to race, ethnicity, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age. We are committed to promoting equality and safeguarding the welfare of all team members and clients, with a focus on vulnerable groups.

The Function

The Australian based External Relations team leads on government liaison, partnerships, advocacy and fundraising for MSI Reproductive Choices, with a focus on the Pacific Asia Region. Our aim is to support service delivery and to proactively shape and inform global dialogue and policies to advance universal access to contraception and safe abortion. The External Relations team forges meaningful and productive relationships with external partners to inform MSI's organisational priorities and programming. We identify, cultivate and sustain financial and technical partnerships that support MSI's global mission. The External Relations team are responsible for diversifying our external funding base and increasing the overall financial sustainability of our country programs to deliver services for individuals and families. The team plays a pivotal role in strengthening regional and local capacity in the design of our health programming. We also identify and maximise opportunities for influence and change, and transfer knowledge from country programs across the MSI global partnership and throughout the sector.

The Role

This role supports the External Relations team through communications and marketing support, community fundraising, and social media marketing. The successful applicant will work closely with the Communications and Campaigns Manager and the rest of the External Relations team to develop and support communications, branding and marketing activities, which contribute to our fundraising strategies and campaigns, improve community engagement and raise the profile of SRHR in the public agenda.

Key Responsibilities

Support the development and implementation of a community engagement and fundraising strategy that strengthens donor retention and acquisition – including a community fundraising and advocacy toolkit in line with the External Relations team strategy.

Prepare compelling content and coordinate the delivery of high-quality communications across social media, email, blog posts and website content, including multimedia and digital-friendly content.

Support the coordination of digital media on behalf of MSIA including coordination of multi-channel digital asset management and social media.

Manage fundraising compliance requirements including updated policies, privacy agreements and fundraising licensing.

Support the team on the management of digital assets, including a photo library, ensuring our compliance with consent and safeguarding procedures.

Support community fundraising, marketing and communications activities, including but not limited to: media, fundraising cases for support and case studies, peer-to-peer campaigns, workplace giving, fundraising events and other community fundraising offerings where appropriate

Ensure MSIA branding and public exposure is maintained and represented in all appropriate public, community and business forums in accordance with global brand guidelines.

Project management of tasks assigned to social media marketing.

Support the ER team to grow MSIA's donor database and maintain relationships with regular donors, Australian trusts and foundations, and high net-worth individuals, and ensure all relevant stakeholders are communicated with effectively and consistently, and additional communications and fundraising tasks.

Work with the Fundraising Manager to develop and implement communication assets for major donors e.g. Cases for Support.

Seek community fundraising opportunities and prepare the associated documentation.

Manage and oversee other general administration tasks associated with communications, community engagement and fundraising including; telephone and email communication, database maintenance, formation of templates, forms and guidelines, stock control and monitoring of promotional assets.

Provide timely reporting to the Communications and Campaigns Manager and senior management team including the consolidation of reports and OGSM progress.

Provide media and communications support for the External Relations team as needed.

Instil a positive team culture, in line with MSI values; and continually contribute to the overall cultural development of staff, and MSIA stakeholders

Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Skills and Experience

Qualifications

- Communications, Marketing or other relevant degree or training

Experience

- Experience in developing and producing compelling content for multichannel marketing.
- Experience in public fundraising and/or communications
- Experience in organisation of digital campaigns
- Experience in international development or sexual and reproductive healthcare would be useful but not essential
- Experience working in a non-profit, community based, advocacy or public health environment (desirable).

Skills

- Excellent written and oral communication skills, including the ability to adapt communication style based on audience.
- A working knowledge of community engagement and fundraising methods and techniques.
- Strong knowledge of social media insights, including Facebook Business Suite and Google Analytics
- Strong knowledge of digital tools including Canva, Mailchimp, Wordpress and social media platforms.
- Strong IT skills, including Advanced Word, Outlook, Excel, PowerPoint, SharePoint, and Teams.
- Strong planning and coordinating skills.
- Ability to manage and prioritise competing deadlines.
- Results orientated.

Personal Attributes

- Passion and enthusiasm for sexual and reproductive healthcare and rights (desirable).
- Flexible attitude and team player.
- Pro-MSI philosophy of social enterprise.
- Pro-MSI philosophy of reproductive rights.
- Pro-choice.

MSI Behaviours and Values

Team Member Behaviours

- **Show initiative:** you think ahead and take action to make the most of opportunities by finding the best solution
- **Innovate:** you think creatively and suggest ideas that lead to a positive outcome
- **Communicate:** you demonstrate that you are listening and asking the right questions, using appropriate body language, ensuring all information you share is clear and concise
- **Be responsive:** you respond positively when priorities change and others seek your support
- **Work efficiently:** you plan, prioritise and organise your work, to ensure it is delivered accurately and on time
- **Share information:** you share information and knowledge to help others and keep it confidential when appropriate to do so
- **Focus on learning:** you keep your knowledge and skills up to date and take responsibility to discuss your development with your manager and find solutions
- **Show commitment:** you understand MSI's goals, vision and values and how your role impacts on these and are happy to put in extra effort to meet the requirements of your role
- **Be accountable:** you take responsibility for the decisions that you make and the actions and behaviours you demonstrate
- **Embrace change:** when faced with change, you support this by behaving positively and adjusting plans/activities accordingly
- **Keep motivated:** you are motivated and determined to achieve high quality results in all that you do
- **Be a team player:** you work as part of a team, demonstrating support, flexibility and respect for others.

MSI Core Values

- **Mission driven:** we go to work every day to enable more women to have children by choice, not chance
- **Customer focussed:** we meet the needs and exceed the expectations of all our customers: service users, donors, host governments and fellow team members
- **Results orientated:** we achieve high quality, measurable outcomes, rather than focusing on inputs or processes
- **Pioneering:** through learning, innovation, and risk taking, we remain at the forefront of family planning, safe abortion and reproductive healthcare globally
- **Sustainable:** we build effective programmes and change behaviours which will have lasting impact for individuals, their communities and their countries
- **People-centred:** our continued success depends on the creativity, commitment and courage of MSI team members worldwide.

MSIA is a child-safe organisation and has zero tolerance for sexual exploitation abuse and harassment. All successful applicants will be required to abide by our Child Safeguarding Code of Conduct and our Global Code of Conduct in addition to undergoing a police check prior to commencement.

Probationary Period	6 Months	Working with Children	No
International Travel	Yes	Contact with Children	This position may include contact with children.