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| **POSITION TITLE** | Communications Manager |
| **REPORTS TO** | Chief Executive Officer – Foyer Foundation |
| **FTE** | To be negotiated – Min 4 days per week |

**About us**

Youth Foyers are integrated learning and accommodation settings for young people, typically aged 16-24 years, who are at risk of or experiencing homelessness.

Youth Foyers empower young people to thrive through a safe and stable home with integrated learning and work supports that have experienced or are at risk of homelessness.

The Foyer Foundation works in partnership with the Foyer network, key stakeholders, emerging and developing communities and young people to advocate, support, champion, innovate and grow the Youth Foyer movement, all with an Advantaged Thinking mindset.

Our bold ambition is to grow the impact of Youth Foyers in Australia by reaching 50 Foyers by 2030.

Key to the Foundations role is to convene stakeholders across the network around a common ambition, share knowledge and data, support a strong and effective community of practice, champion youth voices and manage accreditation to maintain the highest quality and standards.

**About the role:**

Reporting to the Chief Executive Officer, you will drive external and internal communications strategies to support national campaigns, digital content, support stakeholder engagement and raise awareness of the Foyer approach in support of our organisation’s vision to enable young Australians experiencing homelessness to be healthy, educated and empowered, and transition to independent lives.

You will be responsible for developing and delivering a creative communication plan that supports and amplifies Foyer Foundations advocacy, strategic priorities and bold ambition of 50 Foyers by 2030.

You will build, maintain and deliver effective communications for the Foyer Foundation network, with a strong focus on digital platforms, media and social media engagement and support effective communications for our donors, stakeholders and broader networks.

**Key Responsibilities**

* Lead the development and implementation of effective communication and engagement strategies to raise profile of Foyer Foundation and key stakeholders.
* Creation of engaging copy and content support the delivery of projects, including the ability to quickly develop key messages, media releases/responses, project content plans and other collateral.
* Plan, create, schedule and implement engaging and dynamic content for use across all our channels, optimising content for digital audiences to ensure alignment with, and enhancement of the Foundation’s brand.
* Harness the power of storytelling with the goal of advocating for young people and amplifying their voice.
* Ensure consistency of strategic positioning, message, and tone is aligned with our brand
* Co-design and support a strategic roadmap that includes engagement of key stakeholders (both internal and external).
* Manage the Foyer Foundation website, e-newsletter, direct communications and social media platforms
* Support our engagement with the Foyer community and broader Foyer network with compelling content that highlights the impact of the Foyer ecosystem
* Communicate, capture and support sharing innovative ideas and practices occurring within the Foyer movement to stakeholders including Foyer eco-system, service subscribers and community of practice Foyers
* Develop and drive marketing collateral for engagement of Foyers and potential Foyers in accreditation, Community of Practise (CoP), network meetings, training and development offers.
* Working with external professionals in the creation and editing of engaging digital imagery and video content for the website and social media platforms
* Research and draft relevant media responses or releases
* Develop direct communications; direct newsletter, regular Foyer Communications and core stakeholder updates as well as supporting fund raising and donor engagement strategies
* Coordinate the production of the Foyer Foundation Annual Report in collaboration with Chief Executive Officer and external professionals
* Report on and quantify impacts of communications activities
* Monitor and report on all forms of media activity in the area of youth homelessness, youth mental health and related topics
* Work in collaboration with Chief Executive Officer, Foyer Foundation Board to develop and implement effective awareness and engagement campaigns
* Lead response to media opportunities in consultation with Chief Executive Officer, and Foyer Board Chair as required
* Other duties as required

**Essential Selection Criteria**

**The ideal candidate must be creative, with exceptional writing and editing skills. You will also be innovative in your thinking and must consider yourself an all-rounder; willing to roll your sleeves to get the work done!**

* Relevant education and experience in communications, marketing, journalism or public relations or other with extensive industry experience
* Proven track record in implementing successful campaigns and messaging through social media, websites and online platforms/technological communication systems
* Solid experience in making information accessible to a wide range of audiences using multiple communication methods, particularly digital channels
* Excellent communication skills, including both written and visual communication
* An understanding of and commitment to the values and ideals of the Foyer Foundation
* Self-motivated and enthusiastic with ability to work autonomously with initiative and take ownership
* Excellent organisational and coordination skills as well as understanding of fundamental project management principles

**Desirable**

* Ability to quickly comprehend the complexities and sensitivities surrounding communications, which impact on issues to do with young people experiencing a range of challenges.
* Exposure or experience to PR and Media
* Experience in developing and implementing measurable and high impact advocacy, and government relations strategies is highly desirable.
* Understanding of issues relating to young people experiencing disadvantage.
* Experience working in a not-for-profit environment.
* Experience in using a CRM tool (E.g., Hubspot, ZohoCRM)
* Understanding of Project Management tools (E.g., ClickUp, Trello, Monday)

**Mandatory Employment Criteria**

* Proof of eligibility to work in Australia is required.
* A satisfactory Police Check is required for this position.
* A Working with Children Check is required for this position.

**Salary and Conditions**

* Salary is dependent on experience.
* The Foyer Foundation is a registered not-for-profit organisation and offers attractive salary packaging arrangements.
* We are a flexible, friendly and driven team. You will enjoy being part of an entrepreneurial style culture and enjoy the chance to plan your work, whilst also responding to critical and important sector opportunities as they present themselves.
* Sydney based – Mix of WFH and office based in Darlinghurst
* Melbourne – WFH and some travel to Sydney when required

People from Aboriginal and/or Torres Strait Islander backgrounds are strongly encouraged to apply.

*The Foyer Foundation does not discriminate on the basis of race, colour, ancestry, national origin, sexual orientation, age, citizenship, marital or family status, disability, gender identity or expression, veteran status or any other legally protected status.*