

Position Description

POSITION DETAILS	
Position Title	Communications Advisor
Position Classification	Band 3
Department & Business Unit	Fundraising and Communications - Communications
Manager	Senior Communications Manager
Organisational Context	<p>RSPCA Victoria is a non-government, community-based, not-for-profit organisation whose vision is 'ending cruelty to all animals'. We are Victoria's best-known and most respected animal welfare organisation.</p> <p>Our organisation's purpose is, with the community, to achieve outstanding animal welfare through education, advocacy, and animal care and protection. RSPCA Victoria's values – clarity and accountability, respect and consideration, and expertise and collaboration – set clear expectations for all our staff and volunteers as they work together, and with the community.</p>
Position Purpose	The Communications Advisor is responsible for developing, implementing and evaluating external and internal communication strategies and plans to assist RSPCA Victoria with achieving its goals.

POSITION RESPONSIBILITIES
<ul style="list-style-type: none"> • Contribute to the development and implementation of the Fundraising and Communications business plan to deliver the required objectives and outcomes in accordance with broader organisational goals and within budget. • Develop and implement internal and external communication strategies and plans that engage key audiences, enhance RSPCA Victoria's brand and promote the organisation's work to support its goals. • Establish and maintain strong and cooperative relationships with key internal and external stakeholders and clients. • Support the delivery of communication related projects and continuous improvement opportunities within agreed timeframes and budget, such as the annual report, the internal communications strategy and external communication projects, campaigns and initiatives. • Provide regular reporting on communication plans, campaigns and initiatives to demonstrate their effectiveness to relevant internal stakeholders and identify opportunities for improvement. • Work closely with the Senior Communications Manager to manage the budget, develop annual business plans and assist with managing complex issues, change projects and initiatives. • Contribute to projects and continuous improvement initiatives in accordance with the Prevention and Marketing and Communications business plans. • Contribute to a positive and inclusive work environment by effectively communicating and working collaboratively with peers across all departments, and consistently behaving in accordance with the RSPCA Victoria values and associated policies. • Take reasonable care for the safety of oneself and others, whilst contributing to safe work practices at RSPCA Victoria by knowing and complying with all WH&S policies and procedures.



POSITION COMPETENCIES

Capability	Level	Description
People Leadership	Direction & Support	Is approachable, listens and effectively communicates and collaborates, enabling the team to achieve tasks and responsibilities.
Activity & Results Focus	Results & Initiative	Brings plans to life and ensures goals are met or exceeded where possible.
Knowledge & Communication	Adds Clarity	Provides personal expertise and relevant information to enable sound evidence-based decision making.
Relationships	Builds & Maintains	Build and maintain positive relationships across RSPCA Victoria, with a focus on achieving organisational goals.
Personal Leadership	Walks the Talk	Role models RSPCA Victoria's values, self-aware, seeks feedback and is open to new ideas and opportunities.
Technical	Communications	Awareness of best practice communication principles and ability to create and implement effective internal and external communication plans and activities that help achieve organisational objectives.
	Stakeholder management	Facilitates and maintains strong, positive relationships with stakeholders, partners and suppliers, both internally and externally. Ability to constructively manage stakeholder issues and find innovative solutions to resolve problems.

POSITION REQUIREMENTS

Required	<ul style="list-style-type: none"> • Bachelor's degree or equivalent in Communications and/or related relevant field experience. • Exceptional verbal and written communication skills, interpersonal skills, and adaptability. • 3-5 years demonstrated experience developing, implementing and evaluating communication plans to achieve organisational objectives. • Ability to work in a fast paced and challenging work environment. • Ability to prioritise work, be agile to business needs and support key internal clients. • Experience managing/contributing to the management of complex issues. • Demonstrated experience working collaboratively in a team environment.
Desirable	<ul style="list-style-type: none"> • Previous experience in a not-for-profit environment. • Knowledge of digital channels and best practice communication techniques.
Recruitment Requirements	<ul style="list-style-type: none"> • A valid driver's license.

