

Marketing and Communications Manager

Organisation Overview

Circle Green Community Legal (**Circle Green**) is a community legal centre providing humanitarian, tenancy, workplace, and family and domestic violence legal advice, further assistance, representation, advocacy, community legal education, referrals, outreach and support.

Circle Green provides accessible justice and seeks to create system, place and space to ensure a safety net of best practice legal advice, education, and advocacy. Services aim to assist people who are otherwise disadvantaged in their access to legal services.

Specialist services also support other providers of community legal services to develop local service capacity and to build strong referral pathways.

Values



Role Contribution

The Marketing and Communications Manager leads the development and is responsible for the implementation of the marketing and communications programs to support the achievement of Circle Green strategic priorities. This role will play a key role in the amplification and visibility of Circle Green as a critical piece of creating social change.

This role reports to the Director Operations and works closely with the Leadership team, Principal Solicitors and Project Managers to develop and deliver a comprehensive marketing and communications strategy and support key advocacy initiatives across all service areas.

Working to raise awareness of Circle Green services and advocacy initiatives to improve community impact, this role will work collaboratively across the organisation and with key stakeholders.

Key relationships

- Reporting to Director Operations.
- Oversees marketing and communications staff including volunteers and interns (on occasion).
- Working with the Chief Executive Officer, Director Operations, Director Services, Principal Lawyers and Project Managers.

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- Working with other Western Australia community legal centres, law firms, peak bodies, suppliers and funders.

Key Responsibilities

Leadership and development

- Work with the Leadership Team to develop the overall marketing and communications strategy for Circle Green.
- Responsible for ongoing management of the Circle Green brand.
- Formulate marketing policies and plans to meet objectives.
- Develop integrated marketing, brand and digital activity which will include brand direction, devising awareness raising and promotional campaigns.
- Evolve the Circle Green website to meet the needs of users.

Implementation and Management

- Implement the marketing and communications strategy.
- Lead advocacy and campaign management programs from planning, development, execution and delivery including development and distribution of all communication including but not limited to: messages, creative content, and collateral to support multi-channel campaigns.
- Oversee and manage updates to Circle Green's website to align with website strategy and brand.
- Coordinate the promotion, publishing, and distribution of education resources to reach the relevant audiences.
- Develop and oversee communication ensuring that it is in line with marketing strategy.
- Develop press releases as required.
- Oversee and co-ordinate the drafting and production of the annual report.
- Proactively manage risks and respond to identified risks in conjunction with the Leadership Team.
- Provide advice and guidance to the Leadership Team as needed.

Relationship Management

- Building relationships between the marketing and service areas to ensure they received adequate marketing support.
- Establish and maintain relationships with media, answering media inquiries and conducting proactive media outreach.
- Work collaboratively with internal and external contacts to promote stakeholder awareness, interaction, and engagement with Circle Green.
- Generate and engage Circle Green's 'Circle of Friends' which may include client and volunteer ambassadors; campaigns; a community of alumni; and pro bono partners.
- Represent Circle Green as necessary, growing appropriate partnerships, networks and industry contacts.
- Play a key role in engagement activities and events (i.e., Tenancy Conference)

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- Support a whole of organisation engagement culture and promote internally across the organisation.

Impact measurement

- Measure success and impact of marketing and promotional programs and campaigns.
- Manage and oversee the marketing budget.
- Develop and provide reports and updates to the Leadership Team and Board of Circle Green.

Team Responsibilities

- Implement Circle Green's policies and procedures and act in accordance with the organisation's mission and values.
- Participate in Circle Green's team meetings and planning and review activities.
- Carry out other duties, consistent with the role, as directed by the Director Operations and Chief Executive Officer.

Selection Criteria

Credentials and Experience

- Tertiary degree in a relevant discipline.
- 2+ years in a similar role.
- Demonstrated commitment to the principles of social justice and human rights.
- Experience working with people from diverse cultural, socio economic and linguistic backgrounds.
- Experience within not-for-profit or community-based organisations (desirable).

Skills

- Outstanding verbal and written skills.
- Ability to influence and engage others.
- Excellent strategic thinking, creativity and ability to problem solve.
- Demonstrated experience in project planning.
- Excellent organisational skills, with capacity to plan a high and diverse workload, manage timelines, coordinate contributions, and deliver on high quality outcomes on time.
- Ability to drive change across an organisation.
- Ability to provide and maintain quality service and portray a professional image on behalf of Circle Green at all times.
- Ability to work with minimal supervision and be an effective team member.