

# Position Description

Position title:	Senior Advisor – Brand
Team:	Marketing Communications
Reports to:	Head of Marketing Communications
Job type:	Full-time
Date:	October 2020

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## About the Alannah & Madeline Foundation

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover and protect them from bullying and violence
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships
- speaks out on the need for systemic change to build a supportive and safe society.

We are committed to Child Safety and our Child Safe Policy outlines our safe practices for children. The Foundations values are caring, friendliness, respect, responsibility, valuing difference and including others.

## Position in Context

Reporting to the Head of Marketing Communications, the Senior Advisor – Brand is a member of the Marketing Communications team.

This role is responsible for the ongoing development and implementation of our brand strategies and activities – for both the Alannah & Madeline Foundation and Dolly's Dream – and associated guidelines and acts as the Foundation's lead brand champion.

## Freedom to Act

- The Senior Advisor – Brand works according to the policies and procedures of the Alannah & Madeline Foundation.

# Position Description cont.

## Major Job Responsibilities

- Manage the ongoing development and implementation of our brand and associated guidelines and act as the Foundation's lead brand champion for both the Alannah & Madeline Foundation and Dolly's Dream.
- Advise and consult on creative direction across design projects including collaborate with team members to innovate new creative concepts and designs to meet briefs and organisational objectives.
- Develop and oversee implementation of organisational merchandise strategy.
- Project manage assigned campaigns including development and implementation of marketing and communications plans for program delivery and fundraising activities and events.
- Shared responsibility for our suite of branded assets including logos, templates and photography.
- Oversight of the management of external resources to ensure design and print jobs are completed to time and on budget.
- Develop long-term relationships with key internal and external stakeholders and organisations.
- Contribute positively to the Foundation's culture through developing and maintaining collaborative relationship with colleagues.
- Other tasks as directed by the Head of Marketing Communications, CEO and Senior Leadership Team.

## Knowledge, Experience & Requirements

- A minimum of six years' experience in a related role, preferably with a degree in marketing or communications.
- Experience building brands and developing effective and engaging communications.
- Experience developing and implementing brand and merchandise strategies and plans.
- High level of attention to detail and strong writing skills including good grammar, spelling, and proof-reading abilities.
- Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders.
- Exceptional ability to multi-task and project management with a "can do" positive attitude.
- The ability to work together in a team and autonomously when required.
- Experience in a not-for-profit will be beneficial.
- Working with Children Check and Police Check (only required if the applicant is successful).