

**Job Title:** Communications Manager

**Reports to:**

1. Chief Operations Officer (Al-Ayn Australia) | Administrative responsibilities
2. Communications Director (Al-Ayn International) | Technical responsibilities

**Hours:** Full Time (40 hours per week)

**Location:** Sydney

**About the Organisation:**

At Al-Ayn, we are committed to ensuring that every orphaned child living in poverty has access to the tools and opportunities they need to overcome their difficult experiences. We believe that when a child fulfils their potential, their own future is transformed as well as their families', their communities', and societies at large. In order to achieve that, we are led by our core values of transparency, dignity, and empowerment.

**Organisational Structure of the Communications Department:**

The communications department is split into 4 categories:

- Marketing
- Public Relations (internal and external)
- Campaigns
- Coordinators and volunteers

Where these categories are not assigned to individual employees, the Communications Manager is expected to oversee related activities, with support from Al-Ayn International.

**Key Responsibilities:**

- Implementing media and marketing strategies - this includes adjusting the media/marketing materials with the approval of the Communications Director.
- Managing campaigns and initiatives such as Ramadan and Muharram - following up on their progress and ability to adapt to modifications.
- Responding to last-minute changes and updates requested by Al-Ayn International.
- Implementing the key supporter programme set by Al-Ayn International.
- Implementing the volunteer programme set by Al-Ayn International.
- Managing coordinators and following up on their achievements.
- Organising events that have been approved by Al-Ayn International.
- Responsible for finding a professional translator to translate marketing materials and other work.
- Other communications-related admin tasks.

**Education/Experience:**

- Experience in marketing/ sales or communication.
- Experience in senior management role.
- Proficiency in English, Arabic highly desirable.
- Experience in design software is desirable.

- Good interpersonal and project management skills.
- Familiar with various social media platforms. Experience in e-marketing is essential.

<b>Skills:</b>	<b>Essential</b>	<b>Desirable</b>
Strategy creation and execution	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Social media and digital marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Data literacy and reporting skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excellent written, verbal, and presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Intercultural sensitivity and inclusive language skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong working knowledge of Microsoft Office Programs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Good oral and written communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fast data entry ability/keyboard skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Good presentation skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Project management skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Time management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong technical accounting knowledge	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Excel and modelling	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Media Relation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Crisis communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Copywriting and editing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stakeholder engagement	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Competencies:</b>	<b>Essential</b>	<b>Desirable</b>
Excellent organisation and effective communication	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Leadership and coaching skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong attention to detail and organisational skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The ability to manage pressure and conflicting demands, and prioritise tasks and workload	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to delegate and manage the work of others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Note:** Responsibilities articulated in this job description are subject to review and changes and depending on the needs of the organisation at any given time.