

FOODBANK VICTORIA

POSITION DESCRIPTION



POSITION	Communications Manager		
DEPARTMENT	Marketing & Fundraising		
LOCATION	Yarraville		
REPORTS TO	Marketing & Communications Manager		
DIRECT REPORTS	Marketing & Communications Officer – Schools		
KEY CONTACTS	Marketing & Content Lead, Government Relations Manager, Educational Program Lead, Commercial Team, Operations Team, State Network Team, People & Culture Team, Research & Innovation Team, Community Food Centres		
AWARD & CLASSIFICATION	SCHADS, Level 5		
DATE	July 2025	EXECUTIVE SIGNATURE	

ROLE PURPOSE

The Communications Manager is a pivotal leadership role responsible for shaping the organisation's communications and stakeholder engagement strategy with a focus on advocacy and PR/media relations working closely with the CEO and Executive team. The role will lead and direct a Marketing Officer who is responsible for the communications strategy and execution of our School Breakfast Clubs Program.

MAJOR ACCOUNTABILITIES

#1: Research and Insights

- Provide insights and recommendations based on internal and external research and analytics to continuously improve communication strategies.
- Develop and maintain a database of research findings and analytics reports to support decision-making and strategic planning.
- Produce a weekly digest of research, articles, news pieces, social content for internal circulation.
- Collaborate with the Marketing & Communications Manager to integrate research findings into communication strategy, plans and initiatives.
- Lead the integration of AI tools in the FBV communications plan.

#2: Stakeholder Engagement

- Build and maintain strong relationships with key internal and external stakeholders including the CEO, Executive team, State Network Team, Food sourcing and programs teams, Schools and Media, ensuring clear and effective communication through all channels.
- Represent Foodbank Victoria in various forums and events to promote the organisation's mission and initiatives.
- Develop and implement stakeholder engagement plans to ensure effective communication and collaboration with all relevant parties.
- Identify and address stakeholder needs and concerns, providing timely and accurate information to maintain trust and transparency.
- Facilitate regular meetings and updates with stakeholders to keep them informed about the organisation's activities and progress.
- Utilise feedback from stakeholders to continuously improve communication strategies and enhance stakeholder satisfaction.

#3: Communications Management

- Lead the development and execution of Foodbank Victoria's Communications Strategy in alignment with the organisation's strategic goals, in collaboration with the Marketing & Communications Manager.
- Produce and distribute all major reports including the FBV Annual Report, Feed It Forward Survey, and The Hunger Report.
- Develop written communications, content and collateral for a range of internal and external communications.
- Ensure Foodbank Victoria's brand is articulated in a consistent and positive way across all stakeholder communications.
- Support the Marketing & Communications Manager in delivering Foodbank Victoria's media and public relations strategy.
- Develop engaging communications resources to support the goals of the organisation.
- Oversee and proofread communications such as internal communications, newsletters, and email campaigns.
- Oversee all communications for the School Breakfast Clubs Program, ensuring these communications are aligned with Department of Education (DE) requirements.
- Ensure all communications follow approval processes and are brand compliant prior to dissemination.

#4: Media Centre

- Work closely with the Marketing & Communications Manager to create a Media Centre that captures and distributes storytelling from all corners of the organisation.
- Train and empower staff across departments to be "frontline reporters".
- Ensure our cameras, software and editing facilities are best practice.
- Build partnerships with journalism/media schools to offer internships and frontline reporting opportunities to students.
- Build a state-of-the-art interactive digital Media Centre to house and share content.

#5: Reporting and Evaluation	
<ul style="list-style-type: none"> Support teams with evaluation and reporting activities on communications activities as required. 	
#6: Team Management	
<ul style="list-style-type: none"> Set and review Annual goals for the direct report, supporting and encouraging their professional development. 	<ul style="list-style-type: none"> Review and approve fortnightly timesheets, leave requests and expense reimbursements.
#7: Workplace Health and Safety (WHS)	
<ul style="list-style-type: none"> Comply with all company policies, procedures, and code of conduct. Assist achieving our company vision through meeting our legal, moral, and ethical obligations. Ensure WHS policies and processes are adopted across the organisation. Encourage continuous improvement in WHS practices by recommending changes and implementing agreed improvements. 	<ul style="list-style-type: none"> Maintain a safe work environment for yourself, team members, volunteers, visitors, contractors, and other external stakeholders at all times. Lead by example and display an active commitment to company policy and WHS compliance. Identify and report all incidents and safety hazards so that the appropriate review and corrective action can be taken.
#8: Self-Management	
<ul style="list-style-type: none"> Positive participation in regular team meetings. Inform team members and other departments of relevant information as appropriate. Willingness to undertake training and development opportunities as appropriate. 	<ul style="list-style-type: none"> Effective time management and organisational skills demonstrated through ability to meet deadlines. Willingness to undertake other duties as required. Demonstrate the Foodbank Victoria values of Empowerment, Accountability, Respect, Integrity, Diversity and Equality in all work activities.
TECHNICAL KNOWLEDGE	PERSONAL ATTRIBUTES
<ul style="list-style-type: none"> A recognised university qualification in marketing, communications, public relations or advertising is required. Minimum of 5 years professional experience in a similar role, preferably in the not-for-profit sector. Demonstrated successful experience in the creation and delivery of an organisation wide communications strategy. Proficiency in Microsoft Office Suite Knowledge of the food relief sector and related funding opportunities is desirable. 	<ul style="list-style-type: none"> Excellent written and verbal communication skills. Ability to work independently and in a team environment. Strong research and analytical skills. Highly organised and detail oriented. Ability to manage multiple projects simultaneously. Strong interpersonal skills and the ability to work collaboratively with diverse teams. Passionate about Foodbank Victoria's mission and values.

VALUES FOUNDATION BEHAVIOURS	
Empowerment	
	<ul style="list-style-type: none"> • We develop Team Members and each other. • We challenge the status quo. • We provide the opportunity for ourselves and others to experience the value of our work. • We recognise and celebrate our accomplishments. • I have input and ownership.
Accountability	
	<ul style="list-style-type: none"> • We encourage excellence. • We encourage continuous improvement & learning. • We ensure performance management consistency. • We accept mistakes and learn from them. • I am accountable for my own performance. • I am part of a team.
Respect	
	<ul style="list-style-type: none"> • We encourage open, constructive feedback. • We give credit where credit is due. • We are inclusive. • We take the time to listen to each other. • We affirm our people. • We allocate tasks that are fair and reasonable to achieve.
Integrity	
	<ul style="list-style-type: none"> • We explain our decisions. • We do what we say we will do. • We call out an issue when it is evident. • Equal contribution is rewarded equally. • I lead by example. • I am committed to do my best. • I am encouraged to stand up for my beliefs.
Equality	
	<ul style="list-style-type: none"> • We encourage people to be themselves. • We strive to foster a sense of belonging in our workplace. • We ensure all people we interact with feel welcome, and a part of our family. • We are inclusive with our agencies and partners. • We strive to provide equal opportunity for all – internally and externally. • We call out practices which exclude others.
Diversity	
	<ul style="list-style-type: none"> • We recognise and encourage diversity in our workplace, in our programs and in the food, we provide to our partners. • We embrace diversity in all our people, their experiences, and points of view. • We value all cultures, backgrounds and genders. • We strive to form a diverse atmosphere for all people to be safe and secure. • By celebrating diversity, we help all people to feel included, safe and secure. • We do not tolerate discrimination. • We recognise and respect differences.