

## POSITION TITLE: COMMUNICATIONS MANAGER

<b>STATUS</b>	Part-time role 0.6 fte (Up to 0.8 fte will be considered).  12-month contract with view to extension.  Some out of hours work may be required from time to time to deliver or attend events (discussed and agreed in advance).
<b>LOCATION</b>	Sydney based with flexible work arrangements available. Some interstate or New Zealand travel may be required.
<b>REPORTS TO</b>	Director Business Strategy

### ABOUT ANZAED

#### VISION

*A properly skilled and valued workforce delivering safe and effective eating disorders research, prevention, treatment, and support to all who need it.*

#### MISSION

The Australia & New Zealand Academy for Eating Disorders (ANZAED) is the peak body representing and supporting the activities of all professionals working in the field of eating disorders and related issues in prevention, treatment, and research.

ANZAED provides opportunities for collegial interaction, sharing of knowledge and resources, networking, and advocacy to support researchers, clinicians and others working with eating disorders.

### ABOUT THE ROLE

The Communications Manager plays a pivotal role in designing and delivering a range of communications, marketing, and engagement activities to achieve ANZAED's strategic priorities. The position amplifies our stories, informs stakeholders, and inspires action across our membership, professional development events, policy platforms and clinician programs.

The Communications Manager provides advice and support to the senior leadership team and committees to promote organisational message, growth, and engagement.

## KEY RELATIONSHIPS

Internal	ANZAED staff, ANZAED Executive Committee and subcommittee chairs and members, ANZAED members and volunteers.
External	Collaborative partners e.g., Australian Eating Disorder Alliance, National Eating Disorders Collaboration, mental health and eating disorder sector stakeholders, media stakeholders and external service providers.

## DUTIES AND RESPONSIBILITIES

Strategy and Planning	<ul style="list-style-type: none"> <li>• Work with Director Business Strategy to create a targeted communications, engagement, and marketing implementation plan to achieve strategic priorities.</li> <li>• Support the development of effective impact measures around communications and engagement.</li> <li>• Assist project teams to develop communication, marketing, and engagement activities to support project implementation and performance.</li> </ul>
Communications	<ul style="list-style-type: none"> <li>• Communicate project information, activity, and outcomes to different audiences across media platforms. This includes credentialing, online consultation, annual conference, professional development, and membership programs.</li> <li>• Develop copy for marketing &amp; communications materials in collaboration with relevant team members and stakeholders. This includes content for webpages, social media, interviews/editorials, and email newsletters or mailouts.</li> <li>• Anticipate and act on strategic media opportunities and bring potential issues of sector or public interest to the attention of Director Business Strategy and Executive Committee.</li> <li>• Ensure all communications are clear, appropriate, and tailored to audience needs.</li> <li>• Provide ANZAED key messages and branded content to partner organisations as required.</li> </ul>
Membership Engagement	<ul style="list-style-type: none"> <li>• Develop and deliver a membership value proposition and recruitment strategy to ensure membership targets are achieved.</li> <li>• Contribute to the development of member communication materials to support outreach to members and potential members.</li> </ul>
Marketing and Fundraising	<ul style="list-style-type: none"> <li>• Manage any paid marketing campaigns through traditional media partners, agencies, and social platforms</li> <li>• Contribute to the development of communication assets to support fundraising efforts.</li> <li>• Represent the organisation at sector events.</li> </ul>
Digital Media	<ul style="list-style-type: none"> <li>• Manage the ANZAED website and social media channels and coordinate input and updates from staff and committees as required.</li> <li>• Ensure existing content on all digital platforms (including third party platforms) is up to date and on brand.</li> </ul>
Project Management and Administration	<ul style="list-style-type: none"> <li>• Ensure delivery to the scope, budget, and schedule for operations/projects</li> <li>• Provide regular and timely reports on Member engagement and growth, including contributing to financial forecasting.</li> </ul>

Compliance with relevant legislation, policies, and procedures.	<ul style="list-style-type: none"> <li>• Maintain updated knowledge of and work within relevant legislation, Government regulations and ANZAED policies and procedures.</li> <li>• Support practice that is culturally sensitive and in line with guidelines for communicating about eating disorders.</li> </ul>
Teamwork and Culture	<ul style="list-style-type: none"> <li>• Contribute positively to the ANZAED culture and act in accordance with ANZAED values and codes of conduct.</li> <li>• Develop and maintain positive working relationships with other team members, respecting and valuing differences.</li> </ul>

## REQUIRED EXPERIENCE AND ATTRIBUTES

Qualifications	<ul style="list-style-type: none"> <li>• A degree in communications, marketing, journalism, health promotion or similar.</li> </ul>
Skills and Knowledge	<ul style="list-style-type: none"> <li>• Strong engagement and networking skills with an ability to build and sustain excellent relationships with a wide range of stakeholders.</li> <li>• Excellent written communication skills and experience in developing accessible copy for a wide range of audiences in various formats.</li> <li>• Ability to communicate with influence with strong verbal communication and presentation skills.</li> <li>• High level of demonstrated competency in using digital communications including social media platforms, website content management systems and email marketing programs.</li> <li>• Understanding of the mental health sector and safe messaging in relation to mental health, eating disorders and suicide.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Extensive relevant experience in a communications or engagement role, preferably in a health, membership, or professional education related field.</li> <li>• Experience in project management, delivering allocated work within defined budget and timeframes.</li> <li>• Experience in media and public relations or within a non-profit or membership setting will be well regarded but not essential.</li> </ul>
Personal Attributes	<ul style="list-style-type: none"> <li>• High-level organisation, administrative, planning and time management skills with the ability to be self-directed in achieving goals and deadlines.</li> <li>• A flexible, strategic, and solutions-focused approach to work.</li> <li>• Capacity to undertake some out of hours work to meet the needs of the role e.g., attending or hosting events.</li> </ul>

*Candidates who do not meet these criteria but can demonstrate similar appropriate experience and values may be considered suitable for the role.*

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PO Box 4154, Castlecrag NSW 2068, Australia  
email: [anzaed@anzaed.org.au](mailto:anzaed@anzaed.org.au)  
[www.anzaed.org.au](http://www.anzaed.org.au)