



Position Description

General Manager

Community Engagement

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| Position | General Manager, Community Engagement |
| Team | Executive Group |
| Employment Type | Permanent |
| Hours | Full-time |
| Location | Cheltenham/Sandringham with the expectation of mobility across other <i>Family Life sites</i> . |
| Reports To | Chief Executive Officer |
| Effective Date | January 2019 |

Overview of Program

The General Manager Community Engagement leads a growing shared services business unit focused on community facing activities to promote the brand and reputation of Family Life and enable engagement of customers (services and enterprise), volunteers, donors and supporters.

Position Objective

The General Manager Community Engagement is responsible for the effective implementation of brand, marketing, communications and social enterprise and volunteer services. The key objective of the position is to ensure the organisation grows and continuously improves our customer and community service focus, and excellent brand reputation and community profile.

Key Responsibilities

The key responsibilities include:

- Leading the delivery of an integrated communications and marketing strategy across all channels including traditional and digital to enable the growth of the Family Life profile within current and potential communities
- Leading brand management including overseeing brand integrity and production, publications, promotions and community engagement campaigns
- Providing leadership and oversight of all communication delivery and channels
- Leading the strategic plan and delivery of income generating and profitable social enterprises
- Driving the development of quality partnerships and service providers to expand the social enterprise service offering
- Overseeing the strategic development and operational delivery of the Volunteer Management plan
- Providing clear direction and leadership to the volunteer team ensuring the team is professional and possess the skills and resources required to execute their roles
- Overseeing the expansion of volunteer partnerships to include corporate volunteers aimed at increasing the impact of volunteering across all aspects of Family Life
- Managing key stakeholders/providers and strategic partnership relationships
- Supporting managers to strengthen and sustain a culture that promotes innovation, collaboration and integration

Key Selection Criteria

1. Tertiary qualification in business, marketing or a related field.
2. Post graduate qualification in leadership/ management or a related field.
3. Demonstrated ability to lead innovation, marketing, communications and social enterprise functions.
4. Demonstrated leadership and management skills.
5. Excellent communication skills, both verbal and written.
6. High-level conceptual and analytical skills.
7. Demonstrated stakeholder engagement and negotiation skills and the ability to work constructively with community, donors, funding bodies and other stakeholders to build strong partnerships.
8. Capacity to build the organisations reputation and represent the organisation to a variety of stakeholders.
9. Excellent time management skills and the ability to manage multiple complex demands and meet timelines.
10. Demonstrated financial and budget capability.
11. Appetite to embrace personal reflection and coaching to enable effective leadership development.

The Family Life Way

Our six principles are at the heart of the work that we do at Family Life, they inspire us to achieve the best results for our clients and the communities we serve. The principles exemplify our commitment to support our people to produce quality services and outcomes.

Create Safety



- Safety for Clients and Peers
- Respect, Empowerment & Well-being
- Be Supportive
- Be Kind

Celebrate Difference



- Welcome Diversity
- Celebrate Difference Of Ideas
- All Community Members are Welcome at Family Life
- Share Knowledge and Experiences

Be Bold



- Fail Forward
- Lead By Example
- Ask Why?
- Ask for Feedback and Self-Reflect

Be Real



- Be the Best Version of Yourself
- Admit What You Don't Know
- Have the Hard Conversations, Respectfully
- Be Open and Honest

Dream Big



- Have Stickability - Persistence
- Think differently, Innovatively
- Be Adaptable
- Plan and Prioritise

Embrace Everyone



- Many Voices, One Purpose - To Transform Lives for Stronger Communities
- Collaboration
- Partnerships
- Be Inclusive and Encourage Participation

Additional Information

- Family Life is a youth and child safe organisation. We value, respect, and listen to children and young people.
- All offers of employment are subject to a satisfactory Working with Children Check and Police Records Check.
- Family life operates across multiple sites therefore it is essential that all employees hold a current Driver's License.
- Family Life offers generous Salary packaging benefits.
- All offers of employment at Family Life are subject to a six month probationary period.
- Family Life is committed to providing a safe, healthy and friendly working environment.
- We pride ourselves on being flexible and family-friendly wherever possible for the mutual benefit of employees and the organisation.
- We expect all Family Life employees and volunteers to understand and behave in accordance with our principles, purpose, values and code of conduct.