



Position title	Strategic Communications & Engagement Manager
Report to	Chief Executive Officer, Homeward Bound
Direct reports	Social Media Coordinator Outsourced communications specialists
Version	v1 (April 2024)

ABOUT HOMEWARD BOUND

Homeward Bound (HB) is a ground-breaking, global transformational leadership initiative to elevate the visibility of women, with a STEMM (Science, Technology, Engineering, Mathematics and Medicine) background, leading for a sustainable future. It was created to increase the influence and impact of women leading with a STEMM background in making decisions that shape the future of our planet.

Our vision is that, by 2036, we have supported and engaged a globally diverse leadership network of 10,000 women with a STEMM background who are ensuring the sustainability of our planet.

ABOUT THE ROLE

The purpose of this role is to shape and implement HB's communications' strategies and stakeholder engagement initiatives. This role provides expert counsel, manages other HB communication specialists (internal, contractor outsourced) and plans and delivers initiatives, in a hands-on manner, to ensure that HB is communicating effectively with its stakeholders, building strong relationships with them and managing our brand and reputation in support of our purpose.

In collaboration with the HB CEO to whom this roles reports, as well as the broader HB team, the Strategic Communications and Engagement Manager leads HB brand, reputation and issues management, including media, marketing and communications across various platforms. This includes writing content and coaching others in their communications skills. Acting as the primary advisor on media relations, you'll offer strategic guidance and oversee continuous improvement of our communications' practices. This role also works with the HB CEO to maintain a clear and accurate view of existing and new stakeholder relationships and develop engagement and communications strategies and plans to foster connection and care that inspires action.

Key accountabilities

- 1. Developing and Implementing Global Communication Strategies:** Create comprehensive communication strategies that resonate with diverse global audiences and stakeholders, ensuring alignment with HB's purpose, mission and values.



2. **Global Stakeholder Mapping and Analysis:** Identify and analyse key stakeholders across different regions and cultures, understanding their unique needs, perspectives, and interests to develop culturally sensitive and contextually relevant engagement approaches.
3. **Building Relationships Across Cultures:** Enable HB to cultivate and maintain relationships with stakeholders from diverse cultural backgrounds, including donors, beneficiaries, partner organizations, governments, and local communities, fostering mutual understanding, trust, and collaboration.
4. **Managing Communication Channels Across Platforms:** Oversee communication channels such as websites, social media, newsletters, and events, ensuring consistent and impactful communication.
5. **Creating content:** Together with others in the communications and engagement team and broader HB team, write/create content that will be communicated in line with approved communication strategies, plans and schedules.
6. **Leading Crisis Communication Efforts:** Develop and implement crisis communication plans that address diverse cultural sensitivities and maintain transparency during challenging times.
7. **Monitoring and Evaluation of Engagement Strategies:** Monitor the effectiveness of communication strategies through metrics and feedback, adapting approaches to enhance engagement outcomes.
8. **Advocacy and Partnerships:** Support the HB Board and CEO to engage in advocacy efforts to advance the HB's mission.
9. **Budget Management:** Develop and manage budgets for global communication and engagement activities, ensuring efficient allocation of resources while adhering to financial guidelines and requirements.
10. **Team Leadership:** Provide leadership and guidance to communication and engagement team and supporting the professional development of team members across diverse backgrounds.
11. **Stay Informed about Global Trends and Issues:** Stay informed about global trends, challenges, and opportunities relevant to HB's mission and goals, and incorporate innovative approaches and emerging technologies into communication strategies to maximize global impact and reach.
12. **Board and other reporting:** Prepare and/or contribute to Board and other reporting, as required.

Key selection criteria

Essential



1. Five years' experience in a senior communications and engagement role, preferably with an organisation operating in a global context;
2. Proven ability to manage diverse, complex and global stakeholders and audiences including corporate sponsors and experience in incorporating the needs of diverse audiences into communications that is underpinned by a strong understanding of intersectionality;
3. Lived experience in leading crisis communications;
4. Exceptional writing, editing and communication skills
5. Content development, journalistic and content marketing, writing and editing skills, especially in digital and social media, including managing content contributors; and
6. Collaborative and dedicated team player with extensive experience in leading and developing teams.

Desirable

7. Experience with the STEMM sector and appreciation of the challenges faced by women in STEMM (past and current).
8. Experience delivering campaigns in environmental, NGO, social justice, gender equality space.
9. Proven ability to work in a dynamic environment and global context.
10. Demonstrated understanding of the not-for-profit sector.
11. Working knowledge of IT tools such as Asana, Microsoft Suite, Mailchimp, video and graphic editing tools.

TERMS OF CONTRACT

Time Commitment

Full-time (38 hours per week, 5 days per week), regular business hours with flexibility.
IMPORTANT – Homeward Bound is a global organisation working across multiple time zones.

Length of Appointment

One-year term with option to renew contract for a further one year. 3-month probation period.

Job Salary

AUD\$100,000 per annum (pro rata for part-time) + 11.5% superannuation

Reports to

Chief Executive Officer, Homeward Bound

Direct report

Social Media Coordinator

Location

Hybrid work. Flexible option to remotely/work from home, or in the office located in the Melbourne, CBD.

Other Benefits

You will receive the following benefits as part of this role:

- Acknowledgement on your CV, your personal email sign off and in your socials as 'Homeward Bound Strategic Communications and Engagement Manager'



- The opportunity to learn from our participants, alumnae and faculty network you work with. All the participants taking part in Homeward Bound are chosen for their skills and will to build a sustainable world
- Benefits of joining a global network of incredible leaders with a background in STEMM, HB faculty and HB supporters

Homeward Bound recognises and values diversity amongst its staff and strongly encourages suitably qualified people from all backgrounds to apply, including but not limited to those from the Aboriginal and/or Torres Strait Islander, Culturally and Linguistically Diverse, and LGBTIQ+ communities.