

POSITION DESCRIPTION

POSITION TITLE	Board Director (Communications & Marketing)
JOB SUMMARY	<p>The Communications and Marketing Director is a key member of the Board of Directors - bringing skills, experience, commitment and passion to enhance, develop and add value to The Chase and Tyler Foundation.</p> <p>Working closely with the Managing Director, this role will be responsible for the development and delivery of overall communication and marketing strategies and initiatives.</p>
REMUNERATION	<ul style="list-style-type: none"> This is a volunteer position.
TERM	<ul style="list-style-type: none"> 2 years commencing on (date of AGM or date appointed by the Board).
KEY RESPONSIBILITIES & ACCOUNTABILITIES	<ul style="list-style-type: none"> General Board of Director duties. Raise The Chase and Tyler Foundation's profile, including via its initiatives and events through various channels. Develop and implement comprehensive marketing and communications strategies for programs and activities. Be responsible for media relations, including the development of key advocacy platforms, building relationships with key media contacts and compiling a media contact database. Support the Managing Director in developing and managing strategic partnerships and relationships with government, industry and the broader community. Oversee brand management and guidelines, as well as proactive and reactive PR and media relations. Maintain and manage social media channels for The Chase and Tyler Foundation – mainly Twitter and Facebook, but also developing others channels – by curating and creating relevant content, on a regular basis. Ensure consistent branding for key presentations and reports including Annual Reports, grant applications and tender submissions. Revise/develop marketing materials such as flyers, posters, brochures, media packs. Edit and proofread articles on the CTF website, using WordPress and respecting SEO principles for an efficient content marketing Manage and evaluate usability and impact of The Chase and Tyler Foundation website using SEO and Google Analytics and provide recommendations to improve metrics and results.



QUALIFICATIONS & EXPERIENCE	<ul style="list-style-type: none"> • A tertiary qualification in a relevant discipline and/or significant industry experience in communications, marketing or public relations highly desirable. • Excellent written and verbal communication skills. • Experience in managing websites, online content, e-marketing and social media. • Experience in PR / media relations • Creative development experience, including graphic design and knowledge of the Adobe desirable. • Proficiency in Microsoft Office suite (Word, Excel, Outlook, PowerPoint).
GENERAL	<ul style="list-style-type: none"> • Undertake induction and training procedures as provided by the Board.
GOVERNANCE	<ul style="list-style-type: none"> • Consider, discuss and vote on issues before the Board on the basis of the best interests of the organisation. • Comply with the rules, policies and standing orders of the organisation.
PLANNING	<ul style="list-style-type: none"> • Together with other Directors, review and approve the organisation's Strategic Plan and other consequential arrangements (Business Plan, Marketing Plan, etc.)
MEETINGS	<ul style="list-style-type: none"> • Attend all monthly meetings (in person or via Skype), or, if absolutely unavoidable, provide advance apology. • Contribute to the discussion and resolution of issues at meetings and otherwise as appropriate.
ADMINISTRATIVE & MANAGEMENT	<ul style="list-style-type: none"> • Serve on Board committees as required. • Undertake administrative duties as required.
MEDIA	<ul style="list-style-type: none"> • Make comments to the media, only as provided in the organisation's Media Policy.
PROMOTION	<ul style="list-style-type: none"> • Promote the organisation in the community as opportunities arise.
FUNDRAISING	<ul style="list-style-type: none"> • Together with other Directors, participate enthusiastically in any fundraising approved by the Board.



<p>LEGAL & ETHICAL</p>	<ul style="list-style-type: none"> • Avoid making any improper use of their position in the organisation so as to gain any material advantage for themselves, or for any other person, or to the detriment of the organisation. • Avoid making any improper use of any information acquired by virtue of their position in the organisation so as to gain any material advantage for themselves, or for any other person, or to the detriment of the organisation. • If they have any direct or indirect material personal interest in any contract with the organisation, inform the Board immediately. • If they have any direct or indirect material personal interest in any contract with the organisation, not vote on that issue. • If they have any non-material personal conflict of interest in any matter before the Board, or believe that the perception of such a conflict might arise, inform the Board immediately and follow the Board's rulings as to proper procedure. • Conduct Board business with consideration for others, without ill feeling, improper bias or personal animus.
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Application Procedure

All applicants are required to provide:

- A cover letter which addresses the role description
- A current resume
- Contact details of two referees
- Applications should be emailed to info@chaseandtyler.org.au

For more information about the position, please contact the Managing Director, Bruce Argyle in confidence on 04 3888 3222 or bruce@argyles.com.au

