

## POSITION DESCRIPTION

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<b>POSITION:</b>	<b>Director of Strategic Communications</b>
<b>LOCATION</b>	95 Drummond Street, Carlton, VIC, 3053
<b>EMPLOYMENT:</b>	2-year fixed-term contract
<b>FTE:</b>	Full time
<b>REPORTING TO:</b>	Chief Executive Officer

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### About Penington Institute

At Penington Institute, we believe in approaching drug use in a considerate and practical way to make individuals and families safer and healthier.

Frank and fiercely independent, we connect lived experience with research to improve the management of drugs – including alcohol and pharmaceuticals – through community engagement and knowledge sharing.

Our default as a society has been to pour scorn on those who use drugs and judge them harshly by seeing their problems as self-inflicted. But human beings are complex, and so is this issue.

Judging is easy. Helping is more of a challenge.

### **Help us rise to the challenge by joining our team.**

Help us to achieve our goal: to help communities and frontline services reduce harm and to make public policy work for the people, not against them. We won't ever give up on this goal, or the people it exists to serve.

### The role

This is an exciting opportunity for an experienced communications professional to use their skills and contribute to significant positive change. You might bring a background in public relations, fundraising, media or corporate communications. Ultimately, you are a highly-skilled communicator who is deeply strategic with a track record in building relationships with decision-makers, philanthropists, government, the corporate sector and media that can build the influence of our organisation.

Reporting directly to the CEO, and collaborating with our small dynamic team, you will be responsible for all external communications, fundraising, marketing, media and public relations - leading our efforts to build the profile, influence and fundraising activities of Penington Institute.

You will be someone who has led public engagement campaigns and translated complex concepts into tangible communications activities. You will have proven experience in fundraising across government, corporate and high-net-worth individuals with a demonstrable track record of meeting challenging income targets. You'll bring clear strategic thinking and great relationship-building skills that will help us secure funding and open new doors for the amplification of our great work.

This role is dynamic and fast paced. We are looking for someone who thrives in environments that are high pressure and at times require some juggling and sharp prioritisation.

Key priorities for the role may include:

### Integrate strategic communications with fundraising opportunities

Align our fundraising goals and communications approaches. You will push the organisation to think outside the square about how Penington Institute can build new relationships and create compelling communications that help to grow our profile and generate new fundraising opportunities.

### Developing creative ways to communicate and promote our work

Penington Institute has recently redeveloped our brand narrative and communications strategy. As part of this role, you will be responsible for implementing the strategy to increase reach and build our influence. This may also include providing (proactive and reactive) advice to our senior executive team on emergent media and communications opportunities to enhance our influence, reputation and brand salience.

### Leading communications strategy and major campaigns

You will be responsible for leading all major communications campaigns, such as International Overdose Awareness Day. These campaigns require extensive stakeholder management and project management, as well as the ability to create compelling messages/approaches to engage diverse audiences and continue to build the influence of our organisation.

### Oversight of all communications channels and mediums

You will have oversight of all Penington Institute communication platforms and have the opportunity to translate our evidence and work into compelling, high-quality content for a range of channels and audiences (such as mainstream media, social media, e-newsletters, websites and stakeholder forums). This also includes expanding the reach and engagement of Penington Institute's *The Bulletin*.

Other desirable traits would include an understanding of the media landscape, experience with CRM systems and digital marketing and demonstrated writing skills. Experience with managing a small team of dedicated staff would also be beneficial.

## **Desired skills and qualifications**

- A bachelor's degree in a related field such as public relations, marketing, digital communications or journalism.
- 5+ years' experience in PR or corporate communications.
- Demonstrable track record of successful fundraising and meeting challenging income targets.
- Strong project management skills with the ability to work cross-functionally, spanning PR, fundraising, corporate communications, and brand and content management.
- Excellent writing skills, with a demonstrated ability to write across a variety of channels and for both specialist and mainstream audiences, translating complex technical information into everyday English.
- Ability to work in a small team that fosters a culture of continuous improvement, teamwork, integrity and respect.
- Strong working knowledge of the Australian media landscape.
- Experience in digital communications, including working with MailChimp and Sprout Social.
- Advanced InDesign, Photoshop, Excel, PowerPoint and WordPress skills desirable.
- Experience with CRM.

## **Employment Conditions**

- Full-time, 2-year fixed-term position available, extension possible.
- Base salary + 10.5% superannuation + generous tax-effective not-for-profit salary packaging options.

## How to Apply

- To apply please email your resume and cover letter outlining your skills, experience and why you want to work for Penington Institute to: [m.pavlou@penington.org.au](mailto:m.pavlou@penington.org.au)
- Preferred candidates will be required to complete pre-employment screening, including a national police check and referee checks.
- Applicants must be an Australian Citizen or Permanent Resident or hold a valid work permit or visa. Work eligibility will be checked as part of the recruitment process.