

POSITION DESCRIPTION

Position Title	Communications Manager (parental leave position)
Time Commitment	Full time (1.0 FTE), 12-14 months fixed-term contract
Award Classification	SCHADS 6
Location	Level 4, 333 Queen St Melbourne. Hybrid WFH and office

ABOUT THE ORGANISATION

IWDA is an Australia based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.

VISION Gender equality for all

PURPOSE To defend and advance the rights of diverse women and girls

VALUES Feminist, Accountable, Collaborative, Transformative

STRATEGIC GOALS 2025:

1. Resource and contribute to a resilient and vibrant feminist movement, primarily in the areas of freedom from violence and power, leadership and civic space
2. Promote systemic change towards gender equality for all
3. Build a resilient and relevant feminist organisation

We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.

As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be at the partnerships across the Majority and Minority worlds. This means we seek to understand and leverage our locational power so that we know when to:

STEP UP and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements

STAND WITH feminist movements in solidarity and amplify the work of global south actors

STEP BACK when others are better placed to take the lead

SIT WITH uncertainty, embrace communal learning and deep listening, and accept that time is needed to collectively discern the best course of action.

Our [2025 Strategic Plan](#) outlines a third way between the models of women's funds and international development NGOs.

International Women's Development Agency (IWDA) has an EO exemption (H69/2022) and requests applications from people who identify as women only (cis or trans).

IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. Preference will be given to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners.

Any offer of employment will require a National Police Check and endorsement of IWDA's Safeguarding Code of Conduct. All applicants must be legally entitled to live and work in Australia.

POSITION SUMMARY

The Communications Manager sits within the Resource Growth and Communications department and is responsible for leading organisational communications across all channels, bringing specialist communications and marketing knowledge and skills to the application of IWDA's Communications Strategy. The role also provides expertise, energy, ideas and leadership in developing solutions to support IWDA's fundraising, supporter engagement, program partnerships, movement strengthening, research and advocacy.

The Communications Manager will drive strategic planning and delivery of IWDA's Communications Strategy and Income Strategy. The Communications Manager will lead communications plans, ensuring that external messaging consistently supports the objectives of the IWDA Strategic Plan. In addition, in 2025, the Communications Manager will play a key lead in the delivery of IWDA's 40th anniversary celebrations and associated organisational activity.

KEY RELATIONSHIPS

Reports to:	Director, Resource Growth and Communications
Manages:	Communications Coordinator – Digital Communications Coordinator – Knowledge Translation & Equality Insights Communications Coordinator – Content
Internal:	Executive Leadership team (ELT), Development team, Fundraising team, Partnerships team, Research, Policy & Advocacy team (RPA)
External:	IWDA's partners and stakeholders; external service providers including digital agencies, printers, designers; media/journalists.

KEY RESPONSIBILITIES

Manage and deliver IWDA's organisational communications

- Lead the ongoing stewardship of IWDA's brand and reputation to increase recognition and influence, ensuring that all communications are consistent with IWDA's Strategic Plan, Communications Strategy and Brand Guide
- Direct IWDA's positioning, marketing and communications to achieve strategic goals and successfully implement the IWDA Communications Strategy and related strategies
- Track and assess current and emerging technologies and platforms to inform future investment priorities
- Lead the development and management of the communications budgets, in conjunction with the Director, Resource Growth and Communications, and deliver timely and accurate reports
- Contribute to the identification, assessment and management of risk within the context of communication strategies and approaches, and assist in the development of mitigation strategies
- Manage IWDA's media profile and act as an IWDA representative as required

Manage communications for fundraising

- Support IWDA's digital fundraising activities in collaboration with the Fundraising team
- Lead the development and implementation of communications plans to support digital audience acquisition and conversion
- Support the development of collateral in support of fundraising appeals and campaigns
- Help drive resource mobilisation outcomes via communications channels, including website, and develop promotional materials as required

Provide strategic communications support in advocacy and partnerships activities

- Align IWDA's strategic communications with systemic change and partnership outcomes, advocacy and knowledge translation

- Ensure IWDA's evaluative findings, results and impact are communicated to internal and external stakeholders to enhance organisational transparency and traction for support
- Support the capacity building of IWDA partner organisations in the area of communications, as appropriate
- Develop strategies to gather regular and engaging content highlighting the work of program partners, adhering to IWDA's Ethical Decision-Making Framework for Communications
- Collaborate with the CEO and RPA team to extend IWDA's influence as a thought leader, in line with IWDA Communications Strategy
- Support content marketing and communications campaigns to promote IWDA's advocacy of women's rights and gender equality, expanding the audience and reach of IWDA.

Leadership

- Manage and lead a team with diverse competencies, experience and responsibilities
- Support team members to strengthen their skills and capabilities through IWDA's performance development processes
- Encourage a team culture of reflection and learning; accountability and transparency; collaboration and high performance
- Support an organisational culture that progresses a decolonised and feminist approach to partnership and communications
- Contribute to organisational leadership by developing and maintaining relationships with other senior managers

As with all employees, the role holder will also contribute to IWDA organisational processes as appropriate to their seniority in the organisation. These include: monitoring, evaluation and learning, budgeting, planning and reporting, and organisational culture building, including improving organisational drivers of diversity and inclusion and the continual work towards becoming an anti-racist organisation.

SELECTION CRITERIA

Technical Experience	Behavioural Capabilities
Essential <ol style="list-style-type: none"> 1. Demonstrated experience developing and managing communications plans and strategies 2. Experience managing both digital and non-digital communications platforms 3. Demonstrated experience with web development technologies and monitoring tools 4. Strong writing and storytelling skills and demonstrated experience tailoring communications to different audiences, channels and objectives 5. Proven people management experience 6. Highly developed communication and interpersonal skills to consult and engage a diverse range of stakeholders, both internal and external Desirable <ol style="list-style-type: none"> 1. Knowledge of international development, preferably with an understanding of women's rights issues and gender equality 	<ul style="list-style-type: none"> • Self-awareness • Being inclusive & power aware • Practising collective care • Being courageous • Achieving outcomes and progress, not perfection • Being empathetic • Building trusting relationships • Being curious • Learning, unlearning & adapting

GENERAL CONDITIONS

All IWDA staff and volunteers are required to:

- Support and demonstrate IWDA's Values and Behavioural Capabilities

- Act at all times in accordance with IWDA's Code of Conduct and Policies
- Act at all times in accordance with IWDA's Safeguarding Code of Conduct and Policies
- Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices
- Undertake police check prior to commencement and every two years thereafter.

TRAVEL REQUIREMENTS

This role may be required to undertake travel to our partner countries to support communications activities and/ or gather content. It is a condition of employment that staff abide by all IWDA security and safety policies and procedures.