POSITION DESCRIPTION

SENIOR MANAGER MARKETING AND COMMUNICATIONS

Context

At a time when rights and funding are being cut globally, one of the most important things IWDA can do is use our position in Australia - our relationships with government, philanthropy, institutional donors, supporters and other centres of influence - to help move more and better resources to women's rights organisations and feminist movements. And resources mean more than money. They include long-term and flexible funding, influence, relationships, knowledge, solidarity, convening power, public support and collective action.

IWDA is putting its 10-year Strategic Plan into practice, to respond to what feminist movements need. growing and diversifying the resources behind feminist movements is central to it. and how we position and tell our story shapes who hears us, who stands with us and who funds us. This role leads marketing and communications strategy and the team behind it. That's where you come in.

Role Snapshot

Position Title	Senior Manager Marketing and Communications
Time Commitment	Full time – 1.0 FTE, Permanent
Award Classification	SCHADS 6, paid above award
Location	Level 4, 333 Queen St, Naarm (Melbourne). Hybrid WFH and office
Reports to	Director, Engagement and Growth
Direct reports	2

About IWDA

Who are we?
International Women's Development Agency (IWDA) is an Australian-based organisation resourcing diverse women's rights organisations (WROs), primarily in Asia and the Pacific. We provide support that goes beyond money and contribute to global feminist movements to advance our vision of gender equality for all.

OUR VISION: Gender equality for all
OUR PURPOSE: To defend and advance the rights of women, girls and gender-diverse people
OUR VALUES: how we work is as important as what we do. Our values are at the core of our unique identity and guide us in everything we do: Feminist, Decolonial, Accountable, Collaborative, Transformative

We are committed to building a resilient and relevant feminist and decolonial organisation, and to becoming an explicitly anti-racist organisation. Anchored by lessons from our 40-year history and guided by fiercely held feminist and decolonial values, our **Strategic Plan 2025 - 2035** lays out IWDA's path towards realising our vision of gender equality for all.

The Opportunity

The person in this role is a strategic marketing and communications leader, responsible for translating IWDA's organisational strategy into integrated marketing and communications objectives that strengthen IWDA's brand, grow and engage audiences, and advance our fundraising and advocacy goals. As Senior Manager Marketing and Communications, you'll lead a team (consisting of a Communications and Campaigns Manager and a Digital Communications Coordinator) to deliver a cohesive, insight-driven approach across brand, marketing, communications and audience development. You'll provide strategic direction and brand stewardship, ensuring our messaging is consistent, compelling and aligned with organisational priorities. Identifying opportunities to expand our audiences, deepen engagement and increase IWDA's influence and impact, you'll build relevance, reach and engagement with the general public, IWDA's donors and key stakeholders.

Role purpose: The Senior Manager Marketing and Communications will lead IWDA's marketing, communications and brand strategy, managing a team of two direct reports to translate organisational priorities into integrated approaches that grow and engage audiences, strengthen IWDA's profile and influence, and advance our fundraising and advocacy goals.

What You'll Do

Areas	Responsibilities	% of time (estimated)
Role specific responsibilities	**Marketing and communications strategy** • You'll develop and implement a whole-of-organisation marketing and communications strategy with the aim to grow IWDA's brand and audience. • You'll establish and maintain effective performance and reporting measures, leveraging internal and external data and insights from across the organisation to monitor marketing and communications strategy performance. • You'll develop and implement complementary content plans that promote and build IWDA's thought leadership across fundraising, partnerships, advocacy and movement strengthening, in partnership with the Communications and Campaigns Manager. • You'll oversee the development and implementation of communications and advocacy campaigns, led by the Communications and Campaigns Manager and in partnership with the Research, Advocacy and Movement Strengthening, Fundraising and Partnerships teams. **Brand stewardship** • You'll lead the strategic development, stewardship and integration of IWDA's brand and sub-brands, ensuring a cohesive brand architecture and communications approach that strengthens IWDA's profile, builds thought leadership, and amplifies our impact across fundraising, partnerships, advocacy and movement strengthening. • You'll maintain and evolve IWDA's brand positioning, messaging frameworks, tone of voice and core organisational narratives. • You'll identify opportunities to strengthen IWDA's brand recognition, relevance and differentiation in relevant markets. **Digital marketing strategy**	**[50%]**

	• You'll oversee the development and implementation of a digital marketing strategy, in partnership with the Digital Communications Coordinator, with the aim to improve digital channel performance across web, social media, email and digital campaigns. • You'll oversee the development of effective digital engagement plans for IWDA's audience segments. • You'll oversee the implementation of customer journeys, using data and audience behaviour insights to improve user experience, content relevance and campaign performance. • You'll establish meaningful measures of audience growth, engagement and conversion, and monitor and report on them.	
People management and leadership	• Ensure the right capabilities exist in the team, either by developing or recruiting team members • Set clear and consistent expectations and provide regular coaching and support, including reinforcing and redirecting feedback, to enable team members to thrive in their roles • Support team members to strengthen their skills and capabilities through regular one-on-ones, IWDA's performance development processes, coaching, mentoring, training and learning opportunities • Foster a positive, inclusive and supportive team culture that encourages reflection and learning and upholds IWDA's values while supporting wellbeing and psychological safety • Build strong and constructive relationships within and across teams; value different ways of working and act as a key support point for team matters • Model and support feminist and decolonial ways of working, address performance, conduct and workplace issues fairly and appropriately, and seek advice or escalate complex matters as required	**[20%]**
Special projects & continuous improvement	• Translate IWDA strategy into operational plans and deliverables and ensure team understanding of the broader organisational strategic plan • Contribute to monitoring, evaluation and learning (MEL) processes to support organisational effectiveness • Where requested, contribute technical expertise to IWDA's accompaniment approach by either directly supporting partners or advising the Partnerships & Accompaniment team. • Contribute to team and organisational improvement projects in collaboration with your Director and other leaders, including: *-Operational planning and reporting* *-Process consistency and simplification* *-Systems, data and information management* *-Disability Inclusion actions* *-Aboriginal and Torres Strait Islander Engagement Strategy actions*	**[10%]**
Culture, Wellbeing & ways of working	• Lead and support a diverse team with varied competencies and responsibilities, fostering a psychologically safe, dignity centred, inclusive, and supportive work environment • Foster a culture that upholds IWDA's feminist and decolonial values by encouraging ongoing reflection on power and identity, and how these	**[10%]**

	shape our ways of working and decision making, as well as creating opportunities for reflection, training and capacity building • Model and promote IWDA values and behaviours in internal and external interactions • Work collaboratively and build constructive relationship across teams and with other leaders to achieve organisational goals and support broader strategic priorities • Value and participate in self and collective care practices that support everyone's wellbeing • Identify, monitor and manage psychosocial risk hazards in your team • Monitor team workloads and provide support in prioritising work	
Financial & compliance responsibilities	• Promote a strong culture of financial accountability and compliance by participating in annual compliance training and supporting team members to understand and meet their compliance responsibilities • Lead the implementation of robust financial, contracting, compliance and risk management processes, systems and controls, supporting business continuity and crisis/incident management within the scope of your role. • Provide financial oversight of budgets, annual plans, reporting, audits, acquittals and variations, ensuring accurate records and documentation are maintained • Ensure compliance with organisational policies, regulatory and sector requirements, including DFAT, ACFID, donor, privacy and other relevant contractual obligations and support team members to meet the compliance responsibilities of their work • Manage risk by identifying, mitigating, escalating and advising on financial, compliance, regulatory and operational risks through risk reviews, due diligence, insurance and incident management • Complete compliance obligations outlined in IWDA Delegations Matrix	**[10%]**

Key relationships - Who will you work with

Internal	External
• Marketing & Communications team • Engagement & Growth department • Executive team • Operations team • Research, Advocacy and Movement Strengthening department • Partnerships department	• Digital agencies • External communications suppliers, such as designers and copywriters • Fundraising agency • IWDA supporters and donors

What You'll Bring

Skills & Experience

- You bring significant experience in marketing and communications, preferably within an international development, humanitarian, social impact, not-for-profit or purpose-driven organisation. Experience working with women's rights organisations and/or feminist movements are desirable.

- You have a strong track record delivering integrated marketing and communications strategies and campaigns.
- You have demonstrated experience growing and engaging audiences through digital and traditional channels.
- You have a strong understanding of audience segmentation, engagement, content strategy and digital communications.
- You have experience and familiarity with key marketing technologies and CRMs; in particular, experience with WordPress, Ortto and Salesforce will be highly regarded.
- You have excellent writing, editing and storytelling skills.
- You have experience leading, coaching and developing a team.

Studies show that women and people from underrepresented groups often only apply if they meet 100% of the selection criteria. If you are excited about this role but your experience doesn't align perfectly with every single bullet point, we strongly encourage you to apply anyway. We value growth, potential, and transferable skills.

Working Style & Collaboration

- You work effectively across team boundaries and can join up work between functions.
- You're comfortable holding shared accountability and managing handoffs with others.
- You're open to using new tools and technology, including AI, responsibly and thoughtfully.

Mindset

- You share power naturally and look for the strengths in others.
- You practice collective care and demonstrate inclusion and power awareness.
- You sit with uncertainty and complexity without rushing to resolve it.
- You take accountability for your impact and stay open to learning and unlearning.

What It Feels Like to Work Here

- Purposeful work: know that what you do contributes to advancing gender equality and creating meaningful change.
- Flexibility that works for you: hybrid working style, flexible work hours, shorter working hours, generous leave options
- Care is part of how we work: access to wellbeing support and EAP, progressive systems, tools and surveys for feedback, performance and reporting
- Room to grow: learn, develop and shape your career through professional development, new experiences and opportunities to try something new
- A place to be yourself: bring your whole self to work in a culture that values diversity, inclusion, equity and dignity.
- Competitive salary: sector benchmarked salaries and salary packaging up to $18,200
- People who care: work alongside passionate, thoughtful and supportive people who care about each other and the change we're creating together.

Compliance & Safeguarding

International Women's Development Agency (IWDA) uses a mechanism in the Equal Opportunity Act 2010 (Vic) called the “Special Measures Exception” which aims to advance substantive equality for marginalised groups. We accept applications from people with a gender identity that is adversely impacted by the patriarchy in terms of employment and leadership opportunities: women, non-binary, trans and gender diverse people.

IWDA uses the term “women” to be inclusive of both trans and cis women. Likewise, IWDA welcomes people with different skills and life experiences, and encourages First Nations women, women from culturally and linguistically

diverse backgrounds, women with disabilities, women from migrant and refugee backgrounds, trans, non-binary, and gender diverse people 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.

General Conditions

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

Travel Requirements

This role may be required to undertake travel to our partner counties to support communication activities and/ or gather content. It is a condition of employment that staff abide by all IWDA policies and procedures, particularly those relating to occupational health and safety, security and safety.