



Communications Lead (0.4 FTE)

The Communications Lead helps grow Birth for Humankind's profile and awareness about our work in the maternal health sector and more widely through our key communications channels.

In this role, you will create and refine communications materials to promote our programs and support our fundraising goals; contribute to Birth for Humankind's fundraising targets through mini public appeals; communicate our impact and achievements through regular public reports, and maintain relationships with key corporate and community partners and major donors through regular generic communications. The hands-on role suits a self-starter, willing to pick up and manage projects independently, identify tasks that need addressing and prioritise them based on need. You will bring a can-do attitude, drive and determination to get things done with limited resources and strong inter-personal skills, to work collaboratively with team members on shared goals. You will enjoy flexible working arrangements, whilst prioritising efficiency and achieving outcomes.

About Birth for Humankind

Established in 2014, Birth for Humankind is a Melbourne-based not-for-profit organisation, providing services across Melbourne and Geelong. We exist to achieve equitable maternal health and wellbeing for all, by providing and advocating for respectful pregnancy, birth and early parenting support for women and gender diverse birthing people experiencing social and financial disadvantage.

Our programs include:

Doula support: matching clients referred by hospitals, social workers and community services with volunteer doulas to provide continuity of care, personal and emotional support and improved access to services.

Education: targeted, appropriate and social support programs for women and birthing people who face barriers to accessing mainstream services.



Research and advocacy: through research, programmatic evidence and modelling best-practice continuity of care we work to influence the maternal health system to better support people experiencing disadvantage.

For more information visit our website: www.birthforhumankind.org

Role details

Title: Communications Lead

Based at: Our Community House, 552 Victoria Street, North Melbourne and from home

Reports to: Chief Executive Officer

Hours: 0.4FTE - 15.2 hours per week (Thursdays required and Tuesdays preferred). Flexible working arrangements. Thursdays are office-based.

Length of contract: Until 30 June 2023 (with expectation of extension)

Rate of pay: SCHADS Level 4.1 (starting at \$39.27 an hour), plus 10.5% superannuation and salary packaging

Key Deliverables

- Develop and deliver a practical, 'fit-for-purpose' communications plan for engaging with existing and prospective audiences in our two focus areas: delivering doula support and income generation. The plan will:
 - Include measurable income and engagement targets for different audiences, and an annual communications calendar with key activities.
 - Prioritise establishing and growing a supportive digital audience that can lead to increasing:
 - volunteer recruitment
 - participants in fee-for-service doula training
 - public donations.
- Grow and sustain supporter engagement by creating engaging digital content and managing digital communications channels including:



- social media, visual media and video production and editing skills – e.g. videos, reels, stories etc (currently using Instagram, LinkedIn and Facebook – but potential to expand to other platforms in the future)
- designing static branded content (e.g. tiles for our social media feeds/stories based on key messages and campaigns) using Canva or other online design software
- social media advertising scheduling and report
- a regular e-newsletter
- end of calendar and end of financial year mini-appeals (cross-promoted to social media)
- community-fundraising platform and appeals
- digital donor onboarding processes and donor thank you emails.
- website maintenance.
- With support from the CEO and input from the team brief the external media agency on upcoming focus areas and support them to develop external media briefings and outreach.
- With input from the team develop the format and copy for an engaging and accessible annual report and six-month progress reports (end Q2) against impact targets, including:
 - Managing and maintaining mailing lists
 - Distributing reports to all relevant stakeholders.
- Assist in identifying webinar opportunities (to be agreed with the CEO), and incorporate webinar scheduling, promotion and administration within the communications calendar.
- Provide timely, quarterly reports on communications and engagement key performance indicators, to assist in Board reporting.

Other tasks and responsibilities

- Support the organisation to maintain and uphold the brand guidelines and apply them through all communications.
- Onboard and supervise volunteers to assist in increasing the organisation's communications capacity.



- As required and where capacity allows, review and proof-read grant applications, program resources and other external-facing communications.
- Self-direct performance against pre-agreed individual key performance indicators, with support from your line manager and as recorded in your personal performance and development plan.

Selection criteria

- Relevant tertiary qualifications in communications, digital marketing or a related discipline, or equivalent, relevant practical experience.
- Excellent understanding of current social media trends, platforms and content creation styles in order to develop engaging content that converts to achieving organisational goals.
- Ability to communicate effectively with different audiences, through written and visual communication on multiple platforms (website, social media, reports).
- Ability to translate complex material into simple brand-aligned messaging, appropriate to a range of audiences (from public supporters, to major donors and government).
- Ability to create effective fundraising/appeal communications to generate revenue. Experience working on fundraising or marketing appeals.
- Working knowledge of website platforms and learning management systems, in order to maintain content and functionality.
- An understanding of the maternal health sector and how our work contributes to a more equitable system.
- Ability to work both independently and collaboratively, with demonstrated strong initiative.
- Passion for our vision and mission and commitment to our values.

Additional requirements

- Police Check.
- Working with Children Check.
- An appropriate home-office that meets OHS standards, whilst working remotely. (We will provide guidance on how to set this up and support you in doing so).



- We work in a co-working space without permanent IT set-up, so employees and volunteers need to supply their own laptop and other required IT equipment.*

**An IT allowance is paid quarterly to help towards costs and can be made available in advance, if required. If you do not currently have your own laptop, please do not let this discourage you from applying. We can make arrangements to ensure you have the equipment you require to fulfil the role.*

Birth for Humankind is committed to child safety and wellbeing. All employees and volunteers must abide by our Child Safe Commitment Statement and Code of Conduct.

Birth for Humankind welcomes and encourages applications from people who face systemic barriers in accessing the workforce, including but not limited to: Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, people with a disability and/or neurodivergence, and people who identify as LGBTIQ+.

We actively seek to remove barriers that prevent people from applying for roles. This includes but is not limited to providing flexibility in the application process and communicating interview questions/discussion points in advance. If there are any adjustments we can make to assist you in applying, please contact Ruth Dearnley (they/them) at ceo@birthforhumankind.org. We will do our best to accommodate all reasonable modifications.

How to apply

To apply for this position please submit your CV and a cover letter clearly addressing the selection criteria, to ceo@birthforhumankind.org. Applications close 9am Monday 28 November 2022.

First round interviews will be held w/c 28 November 2022.

If you have any questions about the role, please contact Ruth Dearnley (they/them), Chief Executive Officer on ceo@birthforhumankind.org or 0411 772 949.