

Communications and External Affairs Manager

Position Description



Reports to	General Manager, Engagement
Direct Reports	Narratives and Storytelling Lead Marketing and Communications Coordinator
Key relationships	Philanthropy Engagement Manager Acquisition and Supporter Engagement Coordinator Philanthropy Support Coordinator CEO Impact Team
Key Information	<ul style="list-style-type: none">• 0.8-1.0 FTE, with flexible working hours• Salary: \$140,000 FTE, plus superannuation• Hybrid working requiring a minimum of 3 days in the office (Melbourne)

Our Vision

A just and equitable Greater Melbourne where communities thrive.

Our Purpose

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

Our Values

We act with humility

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

We are ambitious

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

We are courageous

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

We are curious

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

The role

The Communications and External Affairs Manager is a senior role responsible for shaping, strengthening and safeguarding the reputation and public voice of Greater Melbourne Foundation. The role leads brand, communications, external affairs and advocacy positioning to advance the Foundation's purpose, as outlined in Strategy 2030.

The role is accountable for strengthening reputation and relevance across key audiences, ensuring the Foundation is recognised as a trusted civic voice and leader in effective philanthropy for social justice and equity. It builds public understanding and trust in the Foundation, helping to create the conditions for participation in community philanthropy and growth of funds under management.

Key responsibilities

- Lead the Foundation's communications across brand, media, content and external affairs, ensuring a clear, consistent and credible public voice
- Develop and deliver strategic communications and engagement that builds public awareness, understanding and trust in the Foundation, its purpose and its role in Greater Melbourne
- Lead and deliver external affairs across three distinct tiers (foundation leadership, sector enablement, and community impact) with the appropriate approach and level of proactivity for each
- Work closely with the Impact Team to ensure external affairs activity reflects community need, lived experience and the issues affecting Greater Melbourne, and with the Narratives and Storytelling Lead to ensure narratives support external and public affairs goals
- Manage media relations, proactive media engagement, issues management and reputational risk response
- Translate internal content, research and community insight into external-facing communications for media, the Foundation's supporter community and the public
- Support and advise the CEO and senior leaders on public positioning, including messaging, speeches, media engagement and reputation risks
- Lead and develop a small team and external contractors, setting clear priorities and ensuring coordinated delivery across all the Foundation's communication channels

Key selection criteria

- Strong capability in developing and delivering strategic communications that drive public awareness, build trust and create the conditions for audience growth and participation
- Deep understanding of external and public affairs, including experience designing and delivering multi-tiered approaches spanning organisational leadership, sector advocacy and elevation of community voice

- Experience in external affairs and issues-based communications, including managing proactive and reactive media, public commentary and reputational risk
- Experience developing and using communications to support revenue or growth objectives, including building pipelines, shifting audience perception or increasing engagement and participation
- Proven success growing an organisation's media footprint and established relationships with a network of media contacts
- Ability to translate complex information, including social impact or organisational strategy, into clear and accessible messages for public audiences
- Demonstrated ability to advise and support senior leaders on public positioning, messaging and communications strategy
- Experience leading small teams and managing external suppliers, with strong capability to manage planning, workflow and delivery