

Communications Director – Position Description

Position Title	Communications Director
Team/Directorate	Communications Team
Reports To	CEO
Supervisory Responsibilities	Digital Project Coordinator & Communications Specialist (casual)
Nature of Employment	Full-time or part-time (min 25 hours per week)
Key Relationships	CEO, Executive Team, Communications Team, VA Staff
Award/Classification	Executive (Non-award position)
Location	Canberra, Hybrid/Remote working arrangement available
Employment Type	Ongoing and subject to sufficient funding
Last Reviewed	October 2025

Overview of Organisation

Volunteering Australia is the national peak body for volunteering, working to ensure that volunteering is at the heart of Australian communities. Our mission is to support a thriving volunteering ecosystem in Australia by promoting and advocating for volunteering and providing leadership at a national level. Volunteering Australia is a not-for-profit charity that collaborates with stakeholders across sectors to advance volunteering and community engagement. We value equity, diversity and inclusion, and strive to model best-practice in supporting our staff and volunteers.

Purpose of the Role

The Communications Director is a key strategic leader at Volunteering Australia, responsible for both driving external communications and ensuring our policy and advocacy efforts are communicated effectively. In addition to overseeing the creation and distribution of multi-channel communications that enhance Volunteering Australia's reputation, this role plays a pivotal part in shaping and delivering the organisation's policy and advocacy agenda. Working closely with the Policy Team, the Communications Director develops and implements communications strategies for policy, advocacy, and research initiatives, ensuring Volunteering Australia's voice is influential in advancing volunteering at a national level. As a member of the Executive Team, they also oversee internal communications and lead the Communications Team.

Duties & Responsibilities

Strategic Leadership & Communications

- Develop and lead the communications strategy across Volunteering Australia's work programme, providing a whole of organisation perspective in planning and delivery.
- Provide strategic oversight of Volunteering Australia's stakeholder engagement, liaising with project leaders to develop stakeholder engagement strategy and plans.
- Provide coordination of all external communications and stakeholder engagement and ensures organisational messaging and brand is coherent.
- Oversee internal communications within Volunteering Australia including chairing all-staff meetings.

External Communications & Brand Management

- Manage and provide oversight of all online assets and events including social media platforms, media liaison, websites, brand management, and the regular distribution of e-newsletters and direct communications.
- Draft media releases and build relationships with media.
- Manage the development and implementation of content and effectiveness of publications and promotional material (e.g. the annual report).

Policy & Advocacy Communications

- Collaborate with the Policy Team to design and create communications related to policy, advocacy, and research.
- Develop and implement communications strategies for policy and advocacy campaigns.
- Translate complex policy issues into clear, compelling narratives for different audiences.

Project & Campaign Management

- Manage the implementation of National Volunteer Week including campaign development, resource design and development.
- Develop and oversee the development and implementation of communication plans for all key national projects including the National Strategy for Volunteering and Volunteering Gateway.
- Develop and oversee the implementation of campaigns to align and promote national initiatives including International Volunteer Day, International Volunteer Managers Day, and National Youth Volunteer Week.

Stakeholder Engagement & Partnerships

- Support the implementation of an external engagement plan including communicating key partnerships and sponsorships to the broader community.
- Lead the National Marketing and Communications Network (MarComms).

Team Leadership & Management

- Manage the functions of the Communications Team including maintaining managerial responsibilities of the Digital Content Producer and Communications Specialist (casual).
- Provide high level advice to the Chief Executive Officer and Executive Team.

Online Shop Management

- Manage the Online Shop including merchandise planning, administration, promotion and customer service.

Essential Capabilities and Skills

- Bachelor's degree in marketing, communications or related field.
- Minimum five years relevant experience in senior communications role.
- Demonstrated experience in strategic communications, media relations, campaigning and brand management.
- Exceptional writing and editing skills, paired with attention to detail.
- Demonstrated experience in strategic and operational planning and oversight as well as staff management.
- Demonstrated experience building and developing positive working relationships with a wide variety of internal and external stakeholders.
- Demonstrated ability to display initiative, manage priorities, deal with multiple stakeholders, take responsibility for projects and show a proactive attitude.
- Experience in, and appetite for digital communications and innovation, including social media and media campaigns across platforms including WordPress, Hootsuite, MailChimp, Canva and CoPilot.

Other Requirements

- The Communications Director is expected to align with Volunteering Australia's values and principles.
- Appointment to this role is subject to the candidate successfully passing a National Police History Check. All Volunteering Australia staff are required to undergo this check prior to commencement.
- Given the nature of Volunteering Australia's work, staff are required to hold a Working with Vulnerable People (WWVP) registration or Working with Children Check (WWCC) as per relevant State/Territory requirements.

- The incumbent must comply with all Volunteering Australia policies and procedures.
- A standard probationary period will apply. Performance objectives and professional development will be set in a work plan based on this Position Description and our Operational Plan.