



UNAA Strategic Communications Lead

Role purpose: *advise the Board on development and implementation of a contemporary Communications Strategy and plan addressing strategic communications, brand management and stakeholder engagement to position UNAA as a strategic partner for government, businesses, and community in pursuing the aims of the United Nations.*

- Develop the strategic communications strategy and plan addressing communications, marketing, content management, and branding.
- Engage resources to design and implement UNAA campaigns to raise membership, to promote public policy and advocacy, and to engage, inform and inspire Australians.
- Build capacity for UNAA directors, members, and volunteers to address misinformation and communicate in ways that build community cohesion.
- Develop and maintain branding guidelines using existing materials and put in place processes to ensure brand and reputation are effectively managed throughout the UNAA family.
- Oversee the implementation of the strategic communications plan.
- Provide direction, collaborate with, and support UNity and Social Media Leads.
- Work with communications leads across Divisions to streamline and amplify division and national communication to achieve objectives.
- Ensure everyone observes and reports intellectual property and copyright, privacy, and information policies.
- With the technology volunteers, review technology platforms and collaborate for improvements if required.
- Develop, manage, and be responsible for monthly reporting with the National Office.
- Lead the preparation and development of the Annual Report.