

## Position Description

<b>POSITION</b>	Head of Strategic Communications
<b>REPORTS TO:</b>	President
<b>BLUE KNOT VALUES:</b>	Hope, Recovery, Collaboration, Care, Empowerment, Professionalism.

### ABOUT THE ROLE:

This role is essential to advancing Blue Knot's purpose to support complex trauma survivors, through delivering impactful, trauma-informed communications across Australia.

As our Head of Strategic Communications, you'll drive and ensure delivery of a high-impact communications strategy that will amplify our purpose, elevate brand visibility, and build meaningful relationships with key audiences.

In this role, you be accountable for media relations and oversee both brand strategy and stakeholder engagement to grow our influence and reach. You will partner with the CEO and work closely with the Executive, Marketing Lead, and Subject Matter Experts to develop and deliver powerful, purpose-driven messaging for both internal and external audiences. This role combines strategic insight with hands-on execution to advance Blue Knot's purpose.

### KEY RESPONSIBILITIES

#### 1. Strategic Communications Development & Execution

- Develop Blue Knot's strategic communication plan and calendar to ensure a strategic, proactive and coordinated approach to communicating, promoting and implementing Blue Knot's services, programs, campaigns and purpose.
- Accountable for the implementation and evaluation of the agreed plan, in collaboration with the key stakeholders and broader organisation.
- Analyse trends, adjust outreach, and measure results, providing regular reporting to the Executive and Board.

#### 2. Storytelling and Copywriting

- Develop compelling narratives to share our impact, projects, and initiatives in

a trauma-sensitive way.

- Create engaging content for press releases, blogs, newsletters, impact stories and other agreed requirements, highlighting Blue Knot's work and survivor recovery.
- Collaborate with internal teams to source and shape stories that reflect our purpose.

### **3. Stakeholder Mobilisation**

- Build brand awareness and engagement through PR, thought leadership, and campaign initiatives in liaison with the Marketing and Knowledge team.
- Act as the main contact for external communications, fostering relationships with donors, clients, and partners.
- Support the delivery of our membership and donor strategy.

### **4. Media & Public Relations**

- Cultivate relationships with journalists, bloggers, and influencers to boost media presence and thought leadership.
- Develop our relationship with our external PR company.
- Manage media outreach and activations, maintaining an aligned, consistent message.

### **5. Leadership & Collaboration**

- Foster a positive, collaborative team culture, ensuring trauma-informed principles and organisational values are reflected in all communications.

### **6. Quality and Safety**

- Ensure all communications comply with Blue Knot's safety and quality governance frameworks and standards, prioritising trauma-informed, inclusive, and accessible content and practices.
- Oversee record-keeping, risk management, and privacy policies, and contribute to process improvements.
- Contribute to continuous process improvement in line with trauma-informed principles, best practice, a safety culture and Blue Knot's purpose and values.

## **QUALIFICATIONS, EXPERIENCE & CAPABILITIES**

### **1. Qualifications**

- Tertiary qualification in Communications, Public Relations, Journalism or a related field.

## **2. Skills & Experience**

- Substantial experience (circa. 7+ years) managing strategic communications, preferably within the nonprofit sector.
- Experience managing public relations and brand.
- Expertise in crafting narratives, maintaining brand consistency, and engaging varied audiences.
- Working knowledge of digital marketing, social media, and analytics tools (e.g., Salesforce, Google Analytics).
- Strong leadership skills, including project management, team collaboration and partner relationship development.
- Proven experience in developing brand strategies, conducting market research, and aligning messaging with organisational goals.

## **3. Capabilities**

- Strategic thinker with a proactive hands-on approach to communications and brand alignment.
- Creative storyteller with the ability to translate complex topics into accessible messages across broad audiences, and appropriately navigate crisis communications.
- Skilled in stakeholder engagement, time management, and collaborative work across teams.
- Consistently acts with integrity, with the ability to stay professional and calm when navigating confronting information or behaviours, and in times of competing priorities.

## **AVAILABILITY**

- Full-time, 38 hours per week, with flexibility as required.
- Currently home-based, with a requirement to attend meetings and workshops at other locations as required.

## **OTHER REQUIREMENTS**

- Valid national police check and Working with Children Check.
- Maintain a safe and WH&S compliant home office space with stable NBN50 or better internet connection.