

## Role Description

# Director – Communications & Stakeholder Engagement



# WORLDPRIDE SYDNEY 2023

<b>Organisation</b>	Sydney WorldPride Limited
<b>Location</b>	Oxford Street, Darlinghurst, NSW
<b>Classification/Grade/Band</b>	Director (Executive team)
<b>Term of employment</b>	Full time, Fixed Term Contract (Subject to long term funding)
<b>Date advertised</b>	10 November 2020
<b>Closing date for applications</b>	24 November 2020
<b>Website</b>	<a href="http://www.sydneyworldpride.com">www.sydneyworldpride.com</a>

***This position was originally advertised as the Director of Engagement, Communications and Marketing and is now being advertised with a stronger focus on Community Engagement and Communications. It is intended that a Marketing lead will be recruited to report into this position in 2021.***

## Overview of Sydney WorldPride Ltd

In October 2019, Sydney Gay and Lesbian Mardi Gras (SGLMG) successfully won the rights to host WorldPride in Sydney in 2023 (Event).

WorldPride is an event that promotes lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI+) issues on an international level through parades, festivals and other cultural activities. The inaugural WorldPride was held in Rome in 2000. Cities which have hosted WorldPride since 2000 include Jerusalem, London, Toronto, Madrid, New York and Copenhagen is hosting WorldPride in 2021 and Sydney in 2023.

Sydney WorldPride Ltd is the legal entity established to plan and deliver the Event. The Event is to take place over two weeks in February 2023 and it will coincide with the 50th anniversary of the first Australian Gay Pride Week; the 45th anniversary of the first SGLMG; and the fifth anniversary of Marriage Equality in Australia.

SWP 2023 will be the first WorldPride to be held in the Asia Pacific, and our programs will shine a light on LGBTQI+ human rights across the region. In addition, First Nations peoples were an integral part of the bid, and they will continue to be front and centre to our WorldPride program.

SWP 2023 will build on the success of SGLMG and provide new opportunities to engage more broadly with LGBTQI+ community groups, bringing new ways of engaging, sharing and working with audiences and participants.

We are looking for experienced, skilled and highly motivated people to join the team to ensure SWP2023 engages, educates and excites audiences, while creating memorable experiences and providing significant benefits to the LGBTQI+ community in Australia and globally.

Our values are collaboration; openness and transparency; integrity; inclusion; and working for the good of the LGBTQI+ community / pride movement in Australia, the region and globally.

## Primary purpose of the role

Reporting to the CEO, the Director of Communications and Stakeholder Engagement is responsible for managing the credibility and reputation by leading the Media, Communications and Community Stakeholder Engagement functions. This involves managing the team, strategic planning, high level decision making, and the development and implementation of strategic media and public relations, communications, community, and stakeholder engagement plans increasing the reach and engagement, support and participation in SWP events in achievement of SWP's vision.

## Reporting line

The Director – Communications and Stakeholder Engagement reports to the Chief Executive Officer of Sydney WorldPride Ltd.

## Direct reports

This role will lead a diverse team of direct reports and contractors including Head of Marketing, to be confirmed in line with budget allocation and event planning.

## Key accountabilities

Results area	Accountabilities
<b>Communications, Media, and Public Relations</b>	Lead the development and execution of external communication strategies, campaigns supported by a comprehensive and unified messaging strategy to promote strategic priorities and advance and protect the organisation's reputation and image.
	Proactively seek media coverage and PR opportunities for SWP including preparing and sending media releases and ensuring relevant internal and external approvals are sought.
	Establish clear goals and performance standards to achieve results and outcomes aligned to SWP priorities and stakeholder needs and expectations.
	Is fully accountable for the content, accuracy, validity and integrity of advice provided
	Tell the stories of our community. Deliver shared positive outcomes with community members and stakeholders in particular with our LGBTQI+ First Nations peoples from Australia and the Pacific. Work to build a unique program to showcase queer First Nations art, culture and talent and further empower First Nations peoples as an emerging presence in the Australian pride landscape.
	Create opportunities for SWP to connect with a variety of communities through the use of networks and partnerships, establishing and leveraging relationships with corporate partners, community groups, media, associations and other key influential stakeholders who can further successful outcomes for SWP
	Appoint and manage key suppliers in advertising, PR content creation, communications, graphic design, videography and photography and other relevant providers to ensure all instructions and guidelines are followed to the standards required at SWP.
	Manage and ensure all communications channels e.g. website, newsletters, social media etc. content is current and correct.

Results area	Accountabilities
<b>Community and Stakeholder Engagement</b>	Establish, develop, and maintain positive relationships with key internal and external stakeholders, media contacts and channels, including online, print and broadcast.
	Provide strategic advice and counsel to Senior Executives regarding the identification and management of Public Relations issues and activities.
	Design, establish and evaluate a community and stakeholder engagement program informed by research and analysis of key audiences, community groups etc. to ensure SWP incorporates representation from all LGBTQI+ stakeholders across the Asia Pacific Region.
	Implement a deeply consultative community engagement program to continuously gather insights and feedback from LGBTQI+ community groups which informs the design of the SWP program and event experiences.
	Develop engagement strategies to drive audience attendance and increase event sales and attendance.
	Deliver shared positive outcomes with community members and stakeholders in particularly with our LGBTQI First Nations peoples from Australia and the Pacific.
	Identify, cultivate, and build significant relationships, and networks with key economic and tourism partners to promote the organisation on a local and national level.
<b>Human resources, management, and leadership</b>	Direct and motivate the communications, engagement and communication's team and contractors.
	Monitor results of team efforts and propose actions for the future
	Provide creative direction for internal and external teams assigned to implement the SWP program
	Manage changes to health and safety requirements as they occur due to Covid-19
<b>Governance</b>	Negotiate matters related to area of responsibility, and make decisions in relation to the quality of work performed and methods and approaches for how to achieve business outcomes
<b>Financial management and planning</b>	Appoint and manage key suppliers across advertising, PR, content creation, communications, graphic design, videography and photography, events, hospitality, logistics and other relevant providers to ensure all instructions are followed to the standards required of SWP
<b>Collaboration and stakeholder engagement</b>	Establish, develop and maintain positive relationships with key internal and external stakeholders across the LGBTQI+ community, media, partners and supporters ensuring accurate dissemination of information that addresses key issues, enhances media and public understanding of the SWP's mission and aims and facilitates increased participation in unity with our neighbouring countries.
	Consult with the Executive Team on major issues arising during the course of work performed

## Key relationships

Stakeholder	Relationship objectives
<b>Government agencies and Ministerial Offices</b>	<ul style="list-style-type: none"> <li>• Maintain primary contact with key external agencies, e.g. Destination NSW (to be confirmed)</li> <li>• Attend agency events to strengthen engagement and relationships</li> </ul>
<b>CEO SWP</b>	<ul style="list-style-type: none"> <li>• Maintain regular communications and maintain a 'no surprises' culture to keep the CEO informed of major risks, opportunities and challenges</li> <li>• Provide detailed monthly reports on the progress and adhoc reports as required</li> <li>• Identify, escalate and consult on new or emerging issues</li> <li>• Seek guidance on changes to direction and/or outcomes, with particular reference to Covid-19</li> <li>• Regularly report on budgets and performance measures</li> </ul>
<b>Director – Partnerships and Sales</b>	<ul style="list-style-type: none"> <li>• Act as engagement, communications and marketing subject matter expert for SWP and provide advice and recommendations to influence organisational decisions and initiatives</li> <li>• Work together to ensure a cohesive position on SWP's vision and values</li> </ul>
<b>SWP Directors (Executive Team)</b>	<ul style="list-style-type: none"> <li>• Build and maintain collaborative working relationships</li> <li>• Provide expert advice and recommendations to influence decisions and delivery of SWP initiatives</li> <li>• Liaise to understand program interdependencies, requirements and performance expectations</li> <li>• Engage in organisational and business planning</li> </ul>
<b>Team members (direct reports, contractors, volunteers and secondments)</b>	<ul style="list-style-type: none"> <li>• Actively lead, inspire, motivate and mentor team members ensuring the team embodies the organisations values</li> <li>• Set and manage performance and development requirements</li> <li>• Share information and seek ideas to improve program outcomes</li> </ul>

## Essential requirements

- Tertiary qualification in communications or a related discipline or equivalent relevant experience
- Minimum 10 + years in marketing, communications role with minim 5+ years in a senior/management role
- Experience in the marketing and or communications for large-scale events
- Experience managing the communications and PR for high profile organisation
- Demonstrated experience working, engaging with, and presenting to external community, business and government stakeholders
- Demonstrated experience in cultivating and maintaining key internal and external stakeholder relationships in complex stakeholder environments

- Highly developed communication, interpersonal and stakeholder management skills
- Ability to work collaboratively both autonomously, and in a team capacity, in a large and diverse organisation, showing initiative and balancing competing demands
- Excellent influencing and negotiation skills and a strong track record of employing a range of community engagement tools, techniques, and forums to achieve and exceed community engagement and even participation targets
- Demonstrated understanding of LGBTQI+ communities

## Capability summary

Below are the core capabilities to deliver in this role efficiently and effectively:

Core capabilities	
<b>Strategic Planning and Execution</b>	Articulate the vision, define strategic initiatives, and allocate resources to implement and collaborate toward common goals.
<b>Stakeholder Engagement</b>	Develop internal and external relationships, identify stakeholder needs, achieve agreements and solutions on complex issues for LGBTQI communities, CALD communities, people with disabilities, and stakeholder groups.
<b>Financial Acumen</b>	Demonstrate effective decision making to achieve financial metrics.
<b>Leadership</b>	Influence to maximise the efforts of others in varying contexts towards the achievement of goals.
<b>Diversity Management</b>	Facilitate engagement of people with various backgrounds needs and skill sets to maximise opportunities within SWP and produce an optimal work environment and best possible outcomes.  Promote the Pride Movement to grow and strengthen LGBTIQ rights and equality.
<b>Marketing</b>	Creatively maximise marketing, communication and engagement strategies and activities for effective branding and image with LGBTQI+ audiences.
<b>Sales</b>	Collaborate with Partnerships and Sales team.

## How to apply

Please send your cover letter and application to:

Rob Gallacher, PeopleStart

[rob@peoplestart.com.au](mailto:rob@peoplestart.com.au)

For any queries contact Rob Gallacher on + 61 0478 760 714