

POSITION DESCRIPTION

TITLE:	Manager, Brand and Communications
LOCATION:	This is a remote, work from home role. Occasional travel may be required for work related purposes.
FTE:	Full time, 38 hours per week, permanent / contract position
REPORTING TO:	Head of Insights and Influence
DIRECT REPORTS:	Digital Content Coordinator
FRRR Level:	Manager
SCHADS Award Grading	6

ABOUT FRRR

FRRR ([Foundation for Rural & Regional Renewal](#)) supports remote, rural and regional communities across Australia to be vibrant, resilient and sustainable. We work alongside communities to catalyse locally led solutions, especially in areas facing systemic challenges.

We are strategically focussed on supporting impact across five cross-cutting themes:

- Next generation transition
- Outback and very remote communities
- Climate solutions
- Disaster Resilience
- First Nations self-determination

Our core values centre around collaboration and constant improvement. We have created a dynamic, flexible and supportive work environment. FRRR is an Equal Opportunity employer.

THE ROLE

The Manager, Brand and Communications is responsible for leading FRRR's approach to storytelling and stakeholder engagement. This role sets the tone for how we communicate the impact of work with communities, donors and partners to ensure the brand is consistently and creatively represented with clarity, authenticity and purpose.

Reporting to the Head of Insights and Influence, the Manager provides strategic direction and hands-on oversight of FRRR's brand management, storytelling, stakeholder engagement, digital presence and production of high-quality publications, content and collateral.

This role ensures cohesive, consistent and compelling communication across all channels and touchpoints in support of the organisation's strategic priorities, confidently representing FRRR's identity, purpose and impact to stakeholders.

KEY RESPONSIBILITIES

Brand & storytelling management

- **Manage FRRR's brand strategy**, ensuring a clear and compelling brand voice, style and visual identity is consistently applied across internal and external communications.
- **Oversee and maintain FRRR's style guide**, monitoring and supporting the application of FRRR's style guide by internal and external stakeholders.
- **Lead FRRR's storytelling framework**, including liaising with internal stakeholders to develop and implement creative and engaging ways to identify, develop and distribute case studies.
- **Oversee the collection and storage of raw data** to support storytelling and case study development.

Stakeholder engagement & digital platforms

- **Oversee the planning, execution and delivery of FRRR's stakeholder engagement activities**, ensuring communication, marketing, media and social media activities are aligned with organisational priorities and tailored to key stakeholders, including supporters, partners, donors and community audiences.
- **Oversee delivery of regular stakeholder communications** to ensure strategic alignment and consistent quality, including some hands-on production of email campaigns and newsletters.
- **Oversee the planning, execution and delivery of FRRR's digital platforms (e.g. website and social media channels)**, ensuring content and conversations posted on FRRR's website and social media channels reflect FRRR's brand voice and strategic priorities.
- **Collaborate on the development and implementation of FRRR's media strategy**, including shared oversight of the creation and distribution of media releases, liaison with journalists and media reporting.
- **Monitor and track insights and engagement data** to refine and improve effectiveness of stakeholder engagement activities and inform broader organisational reports and strategies.

Content production

- **Oversee the production of high-quality reports**, organisational publications and communication materials, including writing and editing materials and overseeing design and layout.
- **Oversee the production of high-quality collateral and digital content**, including overseeing design of visual assets to support the delivery of FRRR's communication, marketing and content strategies.
- **Manage workflows** with relevant internal and external stakeholders, including suppliers, to ensure the prioritisation and timely delivery of materials.
- **Collaborate with internal stakeholders** to support quality control of materials produced by other teams, providing technical support on effective design and communication practices.
- **Manage third-party suppliers** including web and design agencies, printers, communications consultants, photographers and videographers to ensure the production of high quality products within budget and in a timely manner.

Workplan & team management

- **Develop team workplans** that are responsive to the communication and marketing needs of colleagues and balance broader organisational priorities with team capacity and resources.
- **Collaborate with internal stakeholders** to identify and understand communication and content priorities.
- **Foster a collaborative, high-performing team culture** grounded in creativity, flexibility and efficiency.