

Position Description

POSITION TITLE:	Events and Promotions Manager
DIVISION	Culture, Services and Operations
POSITION TYPE & TENURE:	0.6 EFT Permanent Part-time
POSITION CLASSIFICATION:	Level 7
REPORTS TO:	Chief Operating Officer
DELEGATION LEVEL	Tier 4
DIRECT REPORTS:	Print Coordinator, Digital Coordinator, Events and Promotions Coordinator, Graphic Designer
LOCATION:	Melbourne

ABOUT NO TO VIOLENCE

No to Violence is Australia's peak body for individuals and organisations that work with men that use violence. We provide training, sector development and policy advice and advocacy on behalf of members. We operate the Men's Referral Service, providing a counselling service and referral pathways directly to men who use violence. As a pro-feminist organisation, women and children are at the centre of what we do - by ending men's use of family violence, families, individuals, and communities are safer.

POSITION SUMMARY

In alignment with NTV's vision, purpose, and strategic plan, the Manager of Events and Promotions plays a pivotal role in leading and delivering high-impact organisational initiatives that support both operational and service delivery functions across NTV. This is a hands-on, delivery-focused leadership role that works closely with teams across the organisation to ensure events, public-facing activities, and promotional materials consistently reflect NTV's values and reinforce its role as the national voice for men's behaviour change.

The Manager of Events and Promotions oversees the planning, coordination, and execution of major events, including the NTV National Conference, stakeholder forums, awareness campaigns, and launches. They will also play a supporting role in the promotions of the NTV National Conference. They are responsible for the development of all related collateral and materials; ensuring accuracy, accessibility, consistency, and strategic alignment. This includes digital, visual, written, and printed content for external audiences.

This role is also responsible for overseeing cross-organisational messaging, strengthening visibility, engagement, and stakeholder trust, the Manager plays a critical role in managing reputational risk, enhancing sector influence, and elevating NTV's national profile in the prevention of men's violence and MRS services.

DELIVERABLES

Service Promotion

Position Description

- Developing and executing promotional strategies that align with organisational goals and target audiences.
- Managing relationships with media, partners, and stakeholders to maximise exposure and engagement.
- Ensuring that NTV is leveraging events as promotional platforms, ensuring they reflect the organisation's values and effectively communicate service offerings.
- Lead strategic communication planning across, service delivery, and corporate departments to ensure integration and alignment.
- Provide strategic oversight to ensure consistent and accurate promotion of the Men's Referral Service (MRS) and NTV's services across all internal and external platforms.
- Liaise with National Head of Services and Regional Services Managers to identify key information and engagement priorities and support the development of practical solutions to increase awareness and access to NTV's services.
- Ensure best practice and monitor sector trends to continuously improve how NTV promotes its programs and connects with stakeholders.

Service Presentation and Public Profile

- Provide strategic oversight for the development and delivery of digital and print content that promotes NTV's programs and services, with a focus on enhancing public awareness of the Men's Referral Service (MRS) and NTV's position as the national point of contact for men seeking support.
- Ensure the consistent, inclusive, and values-aligned presentation of NTV's services across all public-facing and internal materials, including digital platforms, service brochures, stakeholder reports, and event-related collateral.
- Oversee and guide the work of digital and print content creators, event and promotions coordinator and the graphic designer to ensure the delivery of timely, accurate, and audience-appropriate materials that reflect NTV's service delivery objectives and uphold accessibility standards.
- Approve and provide editorial oversight for high-impact outputs, including newsletters, email updates, annual reports, promotional campaigns, and web-based content, ensuring alignment with NTV's tone, values, and stakeholder needs.
- Accountable to ensure the development, maintenance, and use of standardised design templates, layout tools, and style guidance to support consistent production of high-quality materials across teams.
- Oversee the planning and delivery of visual design elements, such as infographics, reports, event signage, and campaign assets, ensuring they are culturally safe, professional, and suited to diverse audiences.
- Provide Executive and Senior Leadership Team advice and quality assurance to internal teams on how to appropriately frame and present NTV's services and information in public-facing materials, ensuring all outputs support NTV's credibility, inclusivity, and strategic goals.
- Designing and delivering presentations, promotional materials, and messaging that clearly communicate the organisation's services, impact, and value to diverse audiences.
- Ensuring consistency in branding and messaging across all public-facing platforms, including events, social media, and promotional campaigns.
- Monitoring public perception and engagement, using feedback and analytics to refine service presentation strategies.

Content

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- Develop and maintain internal communication and promotions frameworks and associated processes and work instructions to support staff engagement, organisational alignment, and effective change management.
- Develop and/or approve internal content and staff updates to ensure consistency, clarity, and alignment with NTV's values and organisational priorities across all internal channels such as MILO, and staff newsletters.
- External Relationships
 - Proactively engage with sector partners to identify opportunities for joint campaigns, events, and promotions.
 - Building and maintaining relationships with media, community partners, and stakeholders to enhance visibility and reputation.
 - Establish regular communication channels to share updates, coordinate messaging, and align promotional efforts.
 - Represent NTV in sector communications forums and working groups as required.
 - Foster partnerships that reflect NTV's values and commitment to inclusive, trauma-informed engagement.
 - Maintain a stakeholder contact database and track engagement outcomes to inform future collaboration.
 - Representing the organisation at events and public forums, ensuring a professional and engaging presence that reflects our values and mission.

Events

- Lead and actively manage the planning and delivery of NTV's Calendar of Events that support service delivery, sector engagement, workforce development, and organisational priorities.
- Oversee logistics including venues, contracts, accessibility requirements, guest speakers, catering, signage, and presentation materials.
- Supervise and support the Events and Promotions Coordinator to deliver high-quality, accessible, and inclusive events.
- Accountable to ensure trauma-informed principles and client voice are reflected in event content and format.
- Collaborate with the Media Advocacy Relations Advisor and Conference Lead on major events such as the Annual Conference, sector forums, and stakeholder briefings where required
- Accountable to ensure WHS and risk management requirements are met for all in-person and digital events.
- Manage event suppliers, contracts, timelines, and budgets in accordance with NTV policies.

Campaigns and Promotional Activities

- Develop and implement NTV's Promotion Strategy to raise awareness of NTV's services and stakeholder-facing initiatives.
- Oversee the creation of materials and content for events such as programs, signage, speaker bios, registration forms, and promotional products.
- Provide structure and governance over national awareness campaigns and partnership activities ensuring these initiatives are well-organised, strategically aligned, and consistently executed and delivered by expected/contracted due dates.
- Accountable to ensure all promotional outputs are culturally safe, inclusive, accessible, and reflect NTV's values.
- Monitoring campaign performance using analytics tools and feedback mechanisms and applying insights to improve future activities.
- Collaborating with internal teams and external partners to maximise reach and effectiveness of promotional efforts.

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- Manage the design and delivery of integrated promotional campaigns across digital, print, and event channels to support strategic objectives.
- Developing creative content and messaging that resonates with target audiences and reflects the organisation's values and voice.

Reporting

- Evaluate and report on promotional and stakeholder engagement activities by providing insights and metrics on reach, relevance, and audience response and provide recommendations for areas of growth or improvement.
- Prepare regular reports, briefings, and updates for the Executive Team, Board, and funders on stakeholder engagement activities and the promotion of NTV's services.
- Create, contribute or review the development of content and data required for organisational reporting, including funding acquittals, strategic planning materials, and annual reports.

Team Leadership and Coordination

- Provide leadership, influence and direction to the Team
- Directly support, guide, mentor, resource and supervise direct reports and assist them to reflect on and enhance their management practice.
- Advise and support direct reports and staff to actively demonstrate the organisation's purpose, values, policies and procedures.
- Implement mechanisms for employees to work collaboratively.
- Ensure employees have workplans plan in place and receive regular supervision and feedback on their performance.
- Address employee issues (including non-performance) in a proactive manner.
- Support Direct Reports to deliver and strategic or corporate initiatives, as required.
- Ensure employees are aware and understand their obligations, standards and relevant legislation. So that they can provide accurate and compliant advice.
- Provide guidance and input into department restructures, workforce planning and succession planning.
- Motivate and inspire the Team with a commitment to continuous improvement and the attainment of quality.
- Provide operational management for the Team to ensure that key operational activities are completed in line with organisational requirements.

WHAT WE ARE LOOKING FOR IN THIS ROLE

Skills

- Exceptional strategic communication and leadership skills, with the ability to set vision, drive strategy, and influence at the executive and board level.
- Exceptional written and verbal communication skills, with the ability to craft compelling content tailored to diverse audiences, including media, government, and community stakeholders.
- Proven leadership and people management skills, including the ability to lead high-performing teams and mentor emerging talent.
- Demonstrated stakeholder engagement and negotiation skills, including relationship management with, sector partners, and funders.
- High-level organisational skills, including the ability to manage multiple priorities, meet deadlines, and respond quickly to emerging issues.

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- High-level critical thinking and risk analysis skills in relation to complex social issues and reputational risk management.
- sound judgement in handling sensitive topics, including gendered violence and social justice.
- Strong attention to detail and commitment to accuracy in public communications and formal correspondence.
- Demonstrated creativity and innovation in developing campaigns, public narratives, and digital engagement strategies.

Experience and Knowledge

- Significant experience in senior communications, promotions, leadership roles within not-for-profit, government, or social justice sectors.
- Demonstrated success in developing and leading organisation-wide communications, media, branding, and stakeholder engagement strategies including media releases, opinion pieces, and briefings.
- Knowledge of inclusive, trauma-informed, and culturally responsive communication practices.

Qualifications/Competencies/Licences

- Tertiary qualifications in communications, public relations, journalism, political science, public policy, or a related discipline.
- Proficiency with enterprise-level content management, and publishing tools (e.g., Meltwater, Mailchimp, WordPress, or equivalent platforms).
- Demonstrated commitment to the principles of gender equity, intersectionality, and the prevention of men's violence.
- Completion of a Criminal History Check and Employee Working with Children Check (or State equivalent) prior to commencement of employment and as required by legislation and policy during employment, as well as a duty to disclose relevant information that may arise after employment has commenced.

EXPECTED FOR ALL NTV STAFF

- Act in accordance with NTVs code of conduct, policies and procedures and is committed to NTVs vision, mission, values and service standards.
- Promote a 'safety first' culture and acts in accordance with NTV health and safety policies and risk management systems.
- NTV values equity, diversity and inclusion and promotes an inclusive and collaborative work environment where all staff, volunteers and service users feel welcomed, respected and valued and encouraged to fully participate, irrespective of their individual differences in background, experience and perspectives.
- Be curious, reflective and open to continuous learning and new ways of working.
- Complete all mandatory training in a timely manner, to support the delivery of high quality, safe and effective services.
- Contributes to innovation, quality activities and continuous improvement and openly share information and knowledge to enable optimal outcomes for the organisation.
- Regional and interstate travel may be required from time to time.
- Members of the NTV leadership team may be required to attend Board of Governance and Board Sub-Committee meetings which typically take place in the evening. Attendance may be required up to 6 times per year, or as required.

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Signature of Job Holder _____ Date signed _____