

Communications Officer Position Description

Role Details:

Position Title	Communications Officer
Reporting to	Chief Executive Officer (CEO)
Liases with internally	All Staff
Liases with externally	Local and state media outlets, funders, donors, partner agencies, key suppliers, peak bodies, and local government, state and federal government
Supervises	Nil
Purpose of the Position	<p>This role works collaboratively across the organisation to create, develop and deliver effective and engaging written communications, with an emphasis on strategic communications for key projects, services, and organisational priorities. This includes a focus on continuous improvement of Beyond Housing’s communication channels.</p> <p>The Communications Officer also provides multi-channel copywriting, editing and proofreading for external communications and campaigns, corporate publications and internal communications.</p>
Hours	Part Time – 0.8FTE (This position may be required to attend events outside normal hours of work on occasion.)
Salary/Rate	Social, Community, Home Care, Disability Services Industry Award (SCHADS) Level 5
Essential Criteria	<ol style="list-style-type: none"> 1. A tertiary qualification in communications, journalism, public relations or a related field 2. A minimum of 3 years’ experience in a similar role demonstrating well developed media skills and a working knowledge of the Australian political and

	<p>media environments,</p> <ol style="list-style-type: none"> 3. Demonstrated ability to create content for both traditional and digital platforms including well developed copywriting and design skills 4. Strong interpersonal and presentation skills to build effective relationships internally and externally. 5. Excellent attention to detail, as well as the ability to work in a varied, fast-paced environment, with competing priorities. 6. Apply strong forward planning skills to schedule, progress and manage communication projects to deliver on time and budget. 7. Has existing, established, media networks 8. Can apply political nous and astute ability to navigate and negotiate roadblocks to achieve results 9. Knowledge of digital marketing tactics, such as SEO and email marketing 10. Ability to understand, interpret and apply relevant information from research, data, policy and legislation 11. Current Driver's License
<p>Key Performance Indicators</p>	<ul style="list-style-type: none"> • Implementation of Beyond Housing's communication strategy, annual plan, and calendar of events; including achievement of milestones, deadlines, and evaluation of activities. • Develop a comprehensive reporting framework that provides analysis, together with recommendations for improvements that will further enhance Beyond Housing's strategy, profile, and brand. Reported to the CEO quarterly. • Achievement of a comprehensive internal and external communications audit that seeks feedback on the organisation's brand, profile, and key advocacy issues, by surveying key stakeholders, facilitating stakeholder and client focus groups, and evaluating alignment with the organisation's Vision, Purpose and Strategy. • Deliver the completed annual report, in the format determined by the CEO, meeting all required deadlines annually. • Increase audience, engagement and content across Beyond Housing social media platforms, that equals or exceeds NFP sector benchmarks and performance against identified competitor brand profiles. • High levels of engagement with media with 75% uptake of Beyond Housing initiated media releases.

Capability Framework:

Key Area	Detail
Understand role requirements – technical and operational	<ul style="list-style-type: none">• Maintains current knowledge and skill required to complete role• Knows and applies the relevant legislation and regulations• Seeks to maintain knowledge of best practice approaches in relevant sector
Understands stakeholders and their needs	<ul style="list-style-type: none">• Communicates appropriately and effectively• Seeks to understand customer needs• Establishes and maintains professional relationships and networks
Determines solutions	<ul style="list-style-type: none">• Identifies problems and finds solutions• Makes decisions appropriately• Assesses relevant risks
Deliver Services	<ul style="list-style-type: none">• Understands and uses internal systems and processes• Is outcomes focused• Is quality focused
Manage Self	<ul style="list-style-type: none">• Manages time effectively• Is adaptable and flexible• Demonstrates resilience• Demonstrates self-care and awareness of health & wellbeing

Responsibilities:

Key Area	Tasks
<p>Communications</p>	<ul style="list-style-type: none"> • In consultation with the Executive, develop and deliver a communication strategy and annual plan aligned with Beyond Housing’s vision, purpose, and business objectives, to target key stakeholders and grow our impact and influence at a local and state level • Provide strategic communications advice to the CEO and Executive Management team to identify and manage reputational risks • Oversee the maintenance of Beyond Housing’s website with external partners to ensure the currency, relevance, ease of access and use • Source, edit and collate content from various sources for projects • Monitor, measure, and report the effectiveness of projects, campaigns and initiatives • Stay abreast of and maintain skills in the various digital platforms that enable the work, and make recommendations for improvement. • Develop and maintain a well organised content library that includes images, client and organisation stories and relevant data • Deliver agreed Work Performance Goals – to be developed in conjunction with your Manager. • Provides support to the Executive by developing crisis communication strategies and materials as required.
<p>Relationship Management</p>	<ul style="list-style-type: none"> • Establish and maintain effective relationships with journalists and maintain a media database • Develop strong relations with key stakeholders to progress Beyond Housing’s business growth agenda, further strengthening our reputation and outcomes for residents • Seek opportunities to engage with our stakeholders to seek feedback on services, communications and advocacy, including reference groups and events • Seek opportunities to enhance Beyond Housing’s brand and reputation, and coordinate publicity events as required • Build and maintain strong relationships with internal and external stakeholders

<p>Marketing collateral, reports & written materials</p>	<ul style="list-style-type: none"> • Develop high-quality written materials, including marketing collateral, integrated reports, media releases, submissions, opinion pieces, web and social media content, newsletters, speeches, and presentations • Source, edit and collate content and deliver the organisation’s annual report • Use sound judgement to inform and deliver meaningful written communications and content, capturing the voice of the organisation, CEO and broader team • Undertake research and apply strong analytical skills, knowledge and experience to produce high-quality written communications and sound organisational outcomes
<p>Broad activities of Beyond Housing</p>	<ul style="list-style-type: none"> • Capacity to contribute broadly and positively to the culture, environment and strategic direction of the organisation • Act in a manner and represent the organisation in a way that is consistent and reflective of the Beyond Housing values • Adhere to human resources policies including anti discrimination, Code of Conduct, harassment and equal opportunity policies • Adhere to workplace health and safety policies and proactively contribute in maintaining a safe and clean work environment • Display a positive attitude, treat others with respect and be an active member of the team • Follow lawful direction provided by senior members of the team • Adhere to the Child Safe Standards framework outlined in Policies and Processes, including maintaining a National Police Check and Victorian Working With Children Check. • Abide by relevant legislation including; Privacy and Confidentiality legislation and ensure the strictest confidentiality in all dealings

I hereby understand the requirements of the position and will fulfil the obligations required of the tasks, responsibilities and needs of the business.

Name

Date

Instructions:

1. Staff should read this Position Description carefully and ask questions if any clarification is needed.
 2. Staff should retain a copy of this Position Description for their own reference and use.
 3. This is a living, breathing document and may change with the needs of the organisation. Staff and Managers should discuss changes in the position as they arise.
 4. Managers must provide a copy of this Position Description with their letter of offer.
 5. Managers must discuss all requirements in this Position Description with their staff member.
 6. A signed copy of this Position Description must be returned to Human Resources.
 7. Human Resources will place a signed copy on the staff member's file.
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