

Position Identification

Title:	Communications Officer	FHL Level:	Level 5
Department:	Community and Business Development Team	Agreement/Award:	EBA
Reporting to: <i>(Position)</i>	Communications Lead	Date last updated: By whom:	Communications Lead February 2019

1. Purpose of Position

To develop and deliver communication and marketing strategies for tenant and resident customers, ensuring communications are effective, engaging, targeted, credible and influential.

2. Key Working Relationships

<p>Internal: Communications Lead Community and Business Development Team Tenant Services Team</p>	<p>External: Tenants and Residents Partner Community Service Organisations Suppliers Department of Communities The general public</p>
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3. Accountabilities and Responsibilities

Develop and implement a customer communication strategy aligned to customer needs and appropriate to the various audiences.

Audit existing communication materials at all stages of customer engagement and review in line with communication objectives, initiating and implementing new forms of communication as appropriate.

Develop and execute a content generation plan, ensuring a regular stream of relevant, interesting and engaging written and visual content for use across a range of mediums.

Prepare a range of internal and external communication and marketing materials, utilising the full scope of printed and online mediums.

Contribute to the production of publications (including the annual report) and the promotion and delivery of events.

Monitor and develop content for social media platforms, proactively engaging with stakeholders through customer-focused content.

Work closely with customer facing staff teams to develop communication materials in response to identified operational needs.

Act as a communication representative in cross department teams and provide communications advice on projects, as needed.

Liaise with external suppliers in relation to the production and distribution of communication and marketing materials.

Develop website content and contribute to the maintenance and updating of the website as required.

Undertake other communication and marketing related duties, as required.

Job Description

4. Culture and Values

We care for people:

Giving people our time

Listening well

Being kinder than need to be

Understanding that everyone's story is unique and of equal value

Actively looking for the strengths in others

We own all of our decisions and actions:

Admit mistakes, learning from them and fixing things up

Respecting organisational policies and procedures and following them

Having the courage to make the tough decisions and stand by them

We are passionate:

Caring intensely about the work we do

Inspiring others with excellence

Celebrating success

Embracing and driving change

We focus on finding solutions:

Providing timely and accurate information to others so that solutions can be found

Understanding that others often know the solutions to their own problems and assisting them to find their own way forward

Not bring just the problem but ideas about possible solutions

We are always honest:

Providing well thought out and constructive feedback

Initiating the challenging and tough conversations

Saying what you are thinking and doing what you say

Nurture relationships:

Having fun together

Earning the trust of others

Checking in with people regularly particularly when things are tough

Respecting people for who they are and for their knowledge, skills and experience as individuals and team members

5. Safety Awareness

You will act in a manner that is consistent with FHL's duty of care requirements, including but not confined to;

- Take reasonable care to ensure your own safety & not risk others by any act or omission.
- Follow all safe work practices and procedures
- Use personal protective equipment as identified for individual tasks
- Take immediate action on any identified hazards
- Report any incidents or injuries to both manager and HR

Job Description

6. Work Related Requirements/Selection Criteria

Essential Skills and Experience:

Tertiary qualification in communications, marketing, public relations, journalism or similar or equivalent work experience.

At least 2 years' experience in corporate communications, marketing, PR or community engagement role.

Experience delivering communication plans in response to client needs.

Ability to write engaging short and long copy for a diverse range of audiences and mediums.

A good understanding of digital channels and targeting different audiences.

Editing and proofreading experience.

Sound photography / AV skills. Experience of producing short AV clips will be highly regarded.

High level computer literacy including working with Microsoft Office products (i.e. Word, PowerPoint, etc.)

Intermediate knowledge of Adobe InDesign, Illustrator, Photoshop and Premiere Elements (or similar).

Ability to work autonomously and collaboratively as part of a team.

Excellent communication and presentation skills, both written and verbal.

Highly developed interpersonal skills, and the ability to work closely with a wide range of stakeholder groups.

Excellent organisational skills, able to work to deadlines.

7. Position Dimensions:

Number of staff directly reporting to position	N/A
Work Locations	Leederville office and travel to other Foundation Housing offices as needed to deliver full scope of role

Employee Name: _____

Signature: _____ Date: _____

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