

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 June 2020

1. Purpose of Position

To deliver communication and marketing strategies for a range of internal and external stakeholders, with a particular focus on tenant and resident customers, ensuring communications are effective, engaging, targeted, credible, influential and help to promote the organisation’s brand.

2. Key Working Relationships

Internal: Communications Lead Community and Business Development Team Operations Team	External: Tenants and Residents Partner Community Service Organisations Suppliers Department of Communities General Public
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3. Accountabilities and Responsibilities

- Work proactively across the business to generate content and ideas for stakeholder communication, marketing and brand awareness and execute these to completion.
- Implement customer facing communication that enhances information accessibility across a range of different mediums.
- Continually review communication materials to ensure they remain relevant, effective and up to date, when required.
- 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.
- 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.

4. 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

5. Work Related Requirements/Selection Criteria

Essential Criteria:
<ul style="list-style-type: none">a. At least 2 years' experience in corporate communications, marketing or PRb. Experience developing and delivering communication plans in response to client needs.c. Ability to write engaging short and long copy for a diverse range of audiences and mediums.d. Intermediate knowledge of Adobe InDesign, Illustrator, Photoshop and Premiere Elements (or similar).e. Demonstrated experience in working collaboratively across multi-disciplinary teams to deliver communications materials and working proactively to identify content ideasf. A good understanding of digital channels and targeting different audiences.g. Editing and proofreading experience.h. Sound photography / AV skills. Experience of producing short AV clips will be highly regarded.i. High level computer literacy including working with Microsoft Office products (i.e. Word, PowerPoint, etc.)j. Excellent communication and presentation skills, both written and verbal.k. Highly developed interpersonal skills, and the ability to work closely with a wide range of stakeholder groups.l. Excellent organisational skills and ability to work to deadlines.
Desirable Criteria:
<ul style="list-style-type: none">• Tertiary qualification in communications, marketing, public relations, journalism or similar• Understanding of the community housing sector, or understanding of the current issues facing community housing provider organisations.
Work Related Requirements:
<ul style="list-style-type: none">• National Police Clearance• Current WA Drivers Licence

6. Position Dimensions

Number of staff directly reporting to position	N/A
Work Locations	The role is based at the Leederville office but will require travel to all FHL offices and on-site work, as required to deliver the scope of the role.

Employee Name: _____

Signature: _____ Date: _____