

Position:	Communications Advisor
Division:	Marketing & Communications Division
Reports to:	Project Communications Manager
Band:	6

We all want to be part of something bigger than ourselves. And with us, you can be part of an organisation that truly makes a difference. Here's how.

YOUR ROLE | **Communications Advisor**

You will play a key role in strategising, planning, and creating communication for our organisation's stakeholders, with a special focus on property developments, internal change management and integration projects. Robust stakeholder management skills will see you working with teams right across NSW, ACT and WA, providing your communication expertise. Your writing skills will be agile, enabling you to cross over to developing creative and engaging social media content and internal storytelling, as you help our audiences to understand, learn about and connect with our residential aged care, retirement living, home care and community services and housing services. With strong follow up skills, you'll also monitor our presence on social media.

YOUR TEAM | **Marketing & Communications Division**

The Marketing & Communications Division (Marcomms) is responsible for overseeing the organisation's marketing, fundraising, customer intake, media, events, public relations and communications functions, and for providing the business with guidance and leadership in sales, employee experience and customer experience.



OUR SHARED VALUES

BaptistCare's Shared Values have been chosen to reflect both what we as an organisation value, and what our customers have said is important to them. We all have customers and how we value each other ultimately shapes the holistic experience of all our customers.

LOVE

- Be interested and curious, ask questions and listen well
- Be patient and take the time to build relationships
- Demonstrate kindness in each interaction

RESPECT

- Pay attention to the small things that matter and give your full attention
- Be friendly and positive in your tone, smile and greet people warmly
- Recognise and compliment people for their efforts

RELIABILITY

- Follow through and do what you say you will do
- Keep people 'in the loop', updated and informed
- Be early for your commitments and deliver requests on time

EMPOWERMENT

- Assist others with your skills and expertise to achieve success
- Make things easier, simplify and provide the support needed
- Use your knowledge and experience to provide solutions to problems

Position Description

Key responsibilities

Content development and coordination

- Draft, edit and proof and distribute content for a variety of publications on external/internal channels, including news, stories, newsletters and infographics, that share our People First approach for employees and customers.
- Use creative storytelling skills through writing and video (iPhone-based software) to create engaging and informative content for use across owned channels.
- Support in management of key channels including content for the intranet and the external BaptistCare website.

Social Media

- Contribute to the organisation's social media activities, working with members of the MarComms team to plan, create and publish organic content through the organisation's owned social media channels.
- Monitor the organisation's presence across multiple social media channels, including mentions by third parties and community engagement.
- Monitor the private messages/inboxes of the organisation's social media presence and direct messages, queries, and complaints as appropriate for resolution.

General, Internal and Property Communications

Support the Project Communications Manager in the development of a range of communications:

- Provide support to the Project Communications Manager and broader communications team as needed across internal and external communication needs.
- Assist with developing and implementing communication plans for internal and or external communication projects that achieve key team and business objectives, including the Annual and Financial Reports and a range of internal communication campaigns.
- Coordinate and deliver clear and simple change and project communications that support the integration activities of the organisation as we merge our NSW/ACT and WA systems and processes.
- Develop stakeholder communication plans for a range of property projects across the organisation and create timely communications and content to keep stakeholders up to date as developments progress.
- Evaluate communication campaigns, identify areas for enhancement, and offer actionable recommendations to optimise the campaign's effectiveness.

Project and Stakeholder Management

- Develop and nurture relationships with key stakeholders and management across the business.
- Use your people and project skills to develop and influence project outcomes, with best-in-class communication at the heart of a project's success.
- Work closely with the broader communications team, and with other members of the MarComms team, to achieve cohesive and holistic communications across the business.
- Report as required on the outcomes and execution of communications activities.

Because we care

Position Description

Work Health & Safety (WHS)

Take care of your own and others health and safety by:

- Working safely to minimise risks to self and others
- Complying with Work Health and Safety (WHS) policy and procedures
- Reporting any hazards, near misses or incidents through the appropriate channel
- In the event of a workplace injury, participate, contribute and engage in Return to Work plans
- Role model appropriate “positive duty” behaviours with regard to Respect@Work

Key requirements

Essential qualifications and experience:

- Formal qualifications or equivalent experience in communications, PR or a related professional field managing stakeholder communications.
- At least 5 years’ experience in a related role, preferably in a not-for-profit organisation – though not necessary.
- Experience in planning, writing, editing and producing content across multiple channels.
- Current driver’s license.

Essential competencies:

- Demonstrate an understanding and appreciation of BaptistCare’s Christian identity and promote the organisation’s values through interactions at work
- Highly developed interpersonal skills, working professionally with employees across the business.
- Have strong organisational, project management and multi-tasking skills.
- Highly developed written and verbal communication skills, including being able to write for feature, creative and news formats.
- High energy and confidence, with the ability to think fast, respond to reactive organisational needs, with competing deadlines and time pressures.
- Able to transform complex information into clear and compelling messages.
- Ability to learn and adapt to new processes, software, content management systems and platforms.
- Attention to detail and consistency in tone, brand, design and messaging elements.

Desirable qualifications, competencies and experience:

- Experience in developing and managing timely stakeholder communications.
- Well-developed lateral and strategic problem-solving skills.

Other important information

Here are some other important items to take note of:

- You are required to work in accordance with the Aged Care Quality Standards

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Position Description

- The role is paid as a Band enter and along with this position description and your letter of offer outlines the terms and conditions of your employment
 - You will successfully complete all prescribed mandatory training and participate in an annual plan and appraisal development process
 - It is a requirement of the role that you undergo a Police Background Check
 - This is a hybrid-role, with a minimum of two days in one of our offices, ideally Norwest.
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