**JOB DESCRIPTION**

# Content Manager (Internal Communications)

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

Uniting is responsible for the social justice, community services and chaplaincy work of the Uniting Church in NSW and the ACT.

We believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people exactly as they are.

# **ABOUT THE ROLE**

**Role Purpose**

The Content Manager will coordinate the day-to-day operations of the internal communications function. This includes creating, scheduling, coordinating, and delivering content through key channels. The role will also develop and deliver communication plans for regular initiatives and strategic projects as required by the organisation.

This role supports the Internal Communications Lead to successfully implement internal and change communication campaigns, and manage and develop key channels.

# ROLE KEY ACCOUNTABILITIES

As *Content Manager – Internal Communications*, your role will specifically:

* Identify, develop and write compelling content for diverse audiences and deliver through key internal channels including: weekly online newsletter; the intranet; and Yammer.
* Identify inspiring stories that reflect our brand, strategy and culture in action.
* Draft and edit copy to high standards for publication in key channels as required, ensuring content is consistent with the brand tone of voice, and reflects the diversity of our people.
* Experience in producing digital content and videos to better engage audiences in stories and campaigns.
* Coordinate the delivery of weekly newsletter Uniting News and continuous improvement of content and the editorial process.
* Update the intranet as required and support the Internal Communications Lead with initiatives to continuously improve the intranet platform. Experience working with SharePoint Online as an intranet platform and understanding of broader Microsoft 365 environment desired but not a requirement.
* Identify opportunities to better leverage our Enterprise Social Network Channel, Yammer, to deliver compelling content to employees.
* Build collaborative and respectful relationships with key stakeholders, to support them with communications through our channels. Manage content approval process with relevant stakeholders as required.
* Ensure all communications are on brand according to brand guidelines and style guides.
* Maintain an internal communication content calendar and performance dashboard.

# ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:**  Customer, People and Systems

**You’ll report to:** Internal Communications Lead

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.

**Business Acumen**

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.**
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

A relevant tertiary qualification in communications or marketing.

Typically, this role will have 3+ years’ experience in either internal or corporate communications. You will have excellent copywriting and verbal communication skills, be organised, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence.

* Understanding of communications, marketing and business disciplines
* Excellent project management and time management skills
* Understanding of content strategy and audience demands across platforms
* Interest in current affairs, news and storytelling principles and best practice
* Good verbal communication skills
* Good, clear and engaging writing skills
* Attention to detail

|  |  |  |  |
| --- | --- | --- | --- |
| **Employee Name:** | Insert employee name | **Manager’s Name:**  **Title** | Insert manager’s name  Insert manager’s title |
| **Date:** | Insert date | **Date:** | Insert date |
| **Signature:** |  | **Signature:** |  |