

JOB DESCRIPTION

Communications Specialist

ABOUT UNITING

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

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

At Uniting, 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 regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity. We commit to respecting children and take action to keep them safe.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

ABOUT THE ROLE

Role Purpose

The Communications Specialist is responsible for the development and implementation of a communications strategy to support the Communities Directorate. The Communications Specialist develops and implements project activity including communications content and collateral including 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 Director of Communities and works alongside the Internal Communications and Change Management teams to successfully implement internal and change communication campaigns, and manage and develop key channels.

ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Communities Directorate through the following:

- Develop and implement a communications strategy
- Support the targeted and broad stakeholder engagement programs
- Produce engaging, high quality, user-focused print and online communications content and collateral that meets brand, accessibility and messaging standards.
- Develop and manage program content for the Uniting website
- Align the Communities communications strategy and stakeholder engagement with business-as-usual communications and stakeholder engagement.

- Operate across a range of operational directorates, in tandem with other project specific communication strategies, and consistent with overarching organisational positioning.
- Establish systems, tools and protocol to track and coordinate reporting on crucial stakeholder engagement activities across all significant programs and projects.
- Actively promoting safe work practices in the workplace during all activities consistent with Uniting's policies and comply with all WH&S legislation, policies and procedures.
- Actively contributes to a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

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: Communities
You'll report to: Head of Strategy and Business Development
You'll work with: Director and other Heads Of from across Communities
Communications teams within People, Brand & Customer, Government Relations

YOUR KEY CAPABILITIES

Relationships: Communicate Effectively

- Present with credibility, engage varied audiences and test levels of understanding
- Translate technical and complex information concisely for diverse audiences
- Adjust style and approach to optimise outcomes
- Write fluently and persuasively in a range of styles and formats

Relationships: Commit to Customer Service

- Promote a culture of quality customer service in the organisation
- Liaise with senior stakeholders on key issues and provide expert and influential advice
- Identify and incorporate the interests and needs of customers in business process design
- Ensure that the organisation's systems, processes, policies and programs respond to customer needs

Results: Deliver Results

- Take responsibility for delivering on intended outcomes
- Make sure team/unit staff understand expected goals and acknowledge success
- Identify resource needs and ensure goals are achieved within budget and deadlines
- Use own expertise and seek others expertise to achieve work outcomes

Business Enablers: Project Management

- Prepare clear project proposals and define scope and goals in measurable terms
- Establish performance outcomes and measures for key project goals and define monitoring, reporting and communication requirements
- Communicate the project strategy and expected benefits to others
- Monitor the completion of project milestones against goals and initiatives amendments where necessary

Personal Attributes: Display Resilience and Courage

- Stay calm and act constructively in highly pressured and unpredictable environments
- Accept criticism of own ideas and respond in a thoughtful and considered way
- Welcome new challenges and persist in raising and working through novel and difficult issues
- Give frank, honest advice in the face of strong, contrary views.

QUALIFICATIONS & EXPERIENCE

Qualifications:

A relevant tertiary qualification in communications or marketing.

Typically, this role will have 3-5 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 rather than direct authority as required.

- 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:	Lorelei Brealey
		Title	Head of Strategy & Business Development
Date:	Insert date	Date:	Insert date
Signature:		Signature:	