**JOB DESCRIPTION**

# Communication and Engagement Coordinator

# **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.

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**

Under the management and guidance of the *Marketing Business Lead, Retirement and Independent Living*, the role will support the Communication and Engagement Manager to implement the communications and engagement strategy, delivery and process improvements from the early planning and design stages through to construction and ongoing maintenance communications with stakeholders, customer and church representatives, for all new development projects.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Customer, Risk and Governance Directorate in the Customer team through the following:

* Co-develop, implement, and evaluate best practice communication and engagement strategies to effectively engage a range of different communities and key stakeholders, customers and church representatives around asset planning and development strategies.
* Support the development and implementation of a range of customer, church, community and stakeholder communication and engagement tools and techniques such as community forums and events, workshops, briefings, surveys or engagement and outreach activities.
* Support the Communication and Engagement Manager to report on the interests of customers, church, community and key stakeholders, assess program and project risks and provide recommendations on how to best manage complex and contentious issues.
* Write, produce and distribute a range of high-quality communications and neighbourhood development updates for all new development and redevelopment projects. This could include web content, flyers, newsletters, videos, social media content and advertising activities.
* Support the Communication and Engagement Manager to manage PR and social media activities through liaising with internal and external stakeholders.
* Assist and support Communication and Engagement Manager to develop best practice Communications and Engagement plans that fulfil the IAP2 framework that deliver positive outcomes for our residents and all stakeholders.

As the *Communications and Engagement Coordinator*, your role specifically will include:

* Co-develop, implement, and evaluate best practice communication and engagement strategies to effectively engage a range of different communities and key stakeholders, customers and church representatives around asset planning and development. This could include writing and producing web content, flyers, newsletters, videos, social media content, visual displays and advertising activities.
* Support the development and implementation of a range of customer, church, community and stakeholder communication and engagement tools and techniques such as community forums and events, workshops, briefings, surveys or outreach activities.
* Support the Communication and Engagement Manager to report on the interests of customers, community and key stakeholders, assess program and project risks and provide recommendations on how to best manage complex and contentious issues.
* Support the management of PR and social media activities through liaising with internal and external stakeholders, while planning and developing engaging social media content to mark key project milestones.
* Work across a number of projects simultaneously, ensuring activities are well coordinated and delivered on time.
* Assist with the creation and maintenance of stakeholder databases for new developments.
* Build and maintain good working relationships with internal and external stakeholders.
* Perform all administration functions (including reports) accurately and within the required time frames.
* Support the team’s archive function by efficiently filing and storing relevant marketing, communications, and community engagement materials.
* 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 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 –** Analyse 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 or equivalent in communications/public relations/journalism or related experience within community engagement.
* An understanding of the NSW planning and development application process.
* This role does involve travel and a current drivers license is essential.

**Experience:**

* Minimum of 3-5 years’ experience in communications and community engagement.
* Advanced communication skills in writing, editing and planning.
* An ability to understand and analyse complex information and present it clearly to a variety of audiences.
* Capability to develop creative approaches to engage audiences across various communication platforms and mediums, including social media, to ensure effective engagement with all stakeholders.
* Ability to interact and communicate with customers, stakeholders, community groups and the public.
* Strong understanding of marketing, media, social media, and business disciplines.
* Excellent project management, problem-solving and time management skills.
* Excellent written/oral communication and presentation skills, with high levels of emotional intelligence and empathy.
* Strong administrative and time management skills.
* Excellent attention to detail.
* Able to work well under pressure and meet tight deadlines. Flexibility is the key to be successful in this role as deadlines shift and commitment to urgent deadlines may be required from time-to-time.
* Able to work on several different projects simultaneously, autonomously and within a collaborative environment.

**Even better:**

* Experience in community and stakeholder engagement in line with *Undertaking Engagement Guidelines for State Significant Projects*, Department of Planning and Environment (DPE).
* Experience working in an agency or client-side specialising in communication and community engagement, either private or public sector
* International Association for Public Participation (IAP2) membership and certification
* Desirable experience in retirement living, property, DPE, urban redevelopment, infrastructure projects.

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