

Position Description

Position Title	Internal Communications Manager		
Portfolio/Business	Enabling		
Business Unit/Facility/Region	Marketing and Communications		
Location	St Leonard's	# of Direct Reports	0
Reports To (Position Title)	Head of Content		

Organisational Context

HammondCare is an independent Christian charity that exists to improve quality of life for people in need.

We specialise in aged and dementia care, palliative care, rehabilitation, mental health services for older people, and other related health and aged care services. HammondCare seeks to embed evidence-based best practice in its services and we provide these services through home care, sub-acute hospitals and residential aged care.

Bringing these health, hospital and aged care services together, HammondCare has been able to develop innovative, flexible care models designed to serve people with complex health or aged care needs, regardless of their circumstances.

Our Mission and Motivation

Our passion is improving quality of life for people in need.

Our Mission in Action

We serve people with complex health or aged care needs, regardless of their circumstances.

Context of Position

Essence of the role:

The Internal Communications Manager works closely with internal stakeholders including C-suite, GMs, and Marketing team leadership to manage, plan and implement internal communications and marketing across all portfolios and a variety of internal channels. With an agile and mature approach to both strategic and tactical needs, communication plans and collateral will be developed that align with HammondCare's mission and Next Chapter objectives, marketing strategies, business needs and communications campaigns.

Key Focus Areas:

- Manage all internal communications, in collaboration with the Head of Content, GM of Marketing and Marketing Business Partners, with responsiveness to the HammondCare Leadership team.
- Build, maintain and communicate the overarching internal communications plan and strategy as well individual communications plans for projects and campaigns.
- Effective internal and external stakeholder engagement resulting in high quality outputs and strong levels of satisfaction working with our team

Key Responsibilities

1. Manage, plan and implement internal communications and marketing across all portfolios and a variety of internal channels
2. Build, maintain and communicate the overarching internal communications plan and strategy including a working calendar that both guides BAU and strategic communications.
3. Through close consultation with key stakeholders, develop internal communications plans for campaigns, projects and corporate needs.
4. Alongside developing these plans, be highly competent in writing and developing assets for the communications as part of the Content team, including eDMs, Workplace posts, landing pages, FAQs etc.
5. Is comfortable liaising with HammondCare Leadership Team alongside Head of Content and Marketing GM for high level corporate communication plans.
6. Ensures the team and stakeholders are kept up to date on progress on content planning.
7. Steps in to assist with developing content where team priorities require this.
8. Strong, effective and consultative working relationships built with key internal stakeholders.
9. Contributes to the Content and Marketing teams being known as valued and respected Enabling teams.

Please note that responsibilities may vary at the discretion of the General Manager, Marketing and Senior Management to meet changing organisational needs. The employee will be notified of changes in their responsibilities however, they will not be required to sign an updated role description unless their role is significantly revised.

Education, Experience and Skills

Essential/Mandatory:

- Commitment to engage and align with HammondCare's Christian Mission, Motivation and Mission in Action.
- Minimum five years' experience and demonstrated ability in content planning, strategy or development roles within a marketing context.
- Ability to handle a busy environment and juggle multiple projects and stakeholders effectively and positively.
- Capability to work independently and as part of a team with empathy, patience and passion

Desirable:

- A relevant professional academic qualification in marketing, communications, or content development – preferred but not essential if experience is relevant.
- A current driver's licence, safe driving record and willingness to travel between HammondCare's sites.
- Familiarity with health and aged care content, issues and business processes including dementia and palliative care.

Taking care of you, while you take care of others (WHS responsibilities)

- Participate and work in a manner that considers the optimal health, safety and wellbeing of yourself and others
- Attend training and information sessions to build skills and knowledge to work safely
- Follow and uphold HammondCare's policies, procedures, guides and safe work practices
- Promptly report and respond to hazards, incidents or injuries within the workplace
- Make known to management any instances where the implementation of policies, procedures or guides make carrying out a task unsafe

Sign _____

Date _____

Print Name _____

Capabilities for the Role – Work Stream A

Capability	Description	Behavioural Indicators Work Stream A
Mission in Action – Live the Mission	Align with HammondCare culture and values, and shape the culture by demonstrating the Mission in action – Serving Others and Working Together.	Demonstrates a strong understanding of the HC Mission, Motivation and Mission in Action and ensures that judgements, decisions and actions are aligned.
Providing Leadership	Lead self and others by seeking feedback and taking responsibility for personal and professional development. Empower others to develop the 6 capabilities to meet HammondCare's future directions.	Serves as a role model that other people want to follow. Commits to continuous development. Motivates oneself. Facilitates the improved performance of others by providing advice and guidance.
Working Effectively with Others	Serve people with passion, working together to focus on the needs of those we serve. Being deliberate about communication to engage others and achieve outcomes. Proactively partner and collaborate across teams and portfolios. Demonstrate self-awareness and motivation, and help others develop greater self-awareness.	Ensures the primary focus is on the needs of the people we serve. Seeks to see things from their point of view. Relates well, acts professionally and actively participates as a member of a team (includes everyone you work with and serve) and contributes to improving quality of life for those you serve. Has self-awareness; is open to feedback and seeks to understand how your actions and behaviours impact on others.
Delivering Results	Perform the requirements of the role well and ensure role expectations and objectives are met. Solve problems effectively, ensuring that issues are fully understood. Manage performance and evaluate outcomes.	Achieves day-to-day responsibilities and meets expectations. Recognises the activities needed to get things done. Completes role responsibilities without close supervision. Uses skills and knowledge to make effective decisions ensuring that issues are fully understood; options explored and others are consulted.
Demonstrates Excellence in Work	Follow HammondCare's mission and apply evidence based practice to the way you work.	Uses knowledge and skills to perform your role at the standard HC expects and follows through on tasks to completion. Implements HC policies and procedures relevant to your role. Actively seeks improved work methods. Safeguards and maintains the organisations financial, physical and intellectual assets within scope of role.
Adapting Approaches	Adapt to changing circumstances and perform role effectively in an environment of ambiguity and complexity. Embrace innovation by recognising situations or conditions where change is needed and influence others to improve.	Re-prioritises work to meet changing needs. Proactively asks questions to clarify issues where there is uncertainty. Is flexible and open to change. Identify opportunities to improve the way you work.

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