

POSITION DESCRIPTION



COMMUNICATIONS MANAGER

Reports to: Head of Marketing and Communications

Supervises: Communications Officer, Communications and Marketing Officer

CHL Capability Band: #3

Primary Purpose:	The Communications Manager is responsible for driving content and executing communications plans to advance the organisation's brand identity and visibility. This role leads across a range of projects and deliverables supporting brand awareness, stakeholder and community engagement and effective campaigns. The Communications Manager works collaboratively with creatives, content experts and stakeholders to create high quality content for multiple channels, including print, web and digital, all aligned to the needs of specific audiences.
Context:	This is an important role contributing to CHL's vision of a world without housing poverty and is a role model for CHL's values, vision and goals. Staff working at this level are expected to manage work practices for the health and wellbeing of staff and promote and adopt a balanced and positive approach to work.
Work Health & Safety	Ensure all tasks and activities associated to the role's operations comply with WHS legislation, relevant State jurisdiction and CHL health and safety policies, procedures and directions
Responsibilities:	<ol style="list-style-type: none"> 1. Lead and execute internal and external communications plans which boost brand awareness and achieve strategic priorities. 2. Lead and coordinate multiple communication projects simultaneously to produce content and campaigns that aligns with strategic objectives, brand positioning and advocacy and business objectives. 3. Craft compelling content for various channels, including websites, social media, newsletters and email campaigns. 4. Produce content through proactive engagements across the organisation, including video, that can be adapted for publication across multiple channels—lead an effective media collateral library. 5. Manage brand tone and voice by editing and proofreading content for consistency and accuracy in line with style guidelines—validated content. 6. Support media strategy and engagement including messaging and creation of press release material, interview preparation and responses to media requests. 7. Provide strategic advice to senior leaders and work alongside internal teams to keep messaging consistent across the business. 8. Coordinate and support of events, workshops, and initiatives, aligned with marketing and communications plans—provide support to speakers to professionally present in ways that enhance brand profile. 9. Analyse data, identify gaps and proactively recommend opportunities for tactical content and platform improvements.
Technical Skills, Experience & Qualifications:	<ul style="list-style-type: none"> • A degree in marketing, communications, journalism or other related discipline, or equivalent work experience • Minimum 5 years experience in a similar role with experience working in a nonprofit or similar mission-driven organisation preferred. • Excellent written communication skills, with experience in copywriting and content creation across various platforms. • Excellent ability to navigate contested or politically sensitive spaces with nuanced strategic messaging and work to challenging deadlines. • Proven ability to develop and implement communication plans that encompass multiple projects and brands. • Comprehensive understanding and aptitude with all forms of contemporary media.

	<ul style="list-style-type: none"> • Knowledge and understanding of the community and public housing sectors. • Current Driver's Licence (mandatory) • Satisfactory Police, Working with Children and NDIS Checks as applicable
Key Capabilities:	<p>Technology – Proven experience and knowledge of working with a range of relevant software and social and web based platforms</p> <p>Solves Problems – Uses experience and knowledge of quality practices and ensures that own work meets quality requirements</p> <p>Project Management – Responsible for project management and delivery to meet time, budget and quality outcomes</p> <p>Innovation & Creativity – Demonstrates initiative and enterprise and supports others to work more effectively</p> <p>Gathers Information – Draws on information from multiple sources to inform work practices</p> <p>Teamwork – Offers constructive feedback and provides balanced and informed perspectives at team meetings</p> <p>Communication – Confidently communicates with a range of audiences ensuring messages are concise, articulate and impactful using the most appropriate methods of communication</p> <p>Integrity – Understands and models CHL's social, ethical and organisational standards and responsibilities in all interactions</p> <p>Autonomy – Manages time and uses tools effectively to assist with planning and organising, referring to supervisors as required</p>