



The purpose of this position

- The role is responsible for implementing internal communication campaigns and activities, ensuring high quality, multi-channel communications and effective stakeholder engagement. Additionally, this position will assist in developing and executing our internal communications strategy to support business objectives.

About the position

- This is a Sydney-based full-time position (5 days a week).
- This position reports to the Manager, Media & Communications.
- This position is a hybrid role.
- The position is designated Band 7 under the *Schedule of Authorities and Delegations*.

Key areas of responsibility

- Develop and execute effective and engaging internal communications strategies to support strategic objectives and initiatives.
- Plan, edit and write timely content about important updates, news, events and changes to ensure our staff always feel informed and connected.
- Collate and curate information and stories across the organisation to inform, educate and entertain staff, as well as drive engagement
- Co-ordinate annual internal content calendar and internal events.
- Oversee and maintain internal communication platforms such as the Intranet site and Workplace or its replacement (likely Viva Engage). Monitor channel effectiveness and proactively seek opportunities for improvement.
- Provide advice and support for strategic initiatives across the business
- Identify the most effective communications channels and ensure they are user friendly.
- Monitor site analytics and Intranet performance to improve results.

Essential criteria

- Degree qualified in Communications or a related discipline.
- 5 +years internal communications experience in a medium to large scale organisation.
- High proficiency in communication tools and software, including Microsoft 365 suite, Intranet platforms, Workplace, Campaign Monitor and Canva.
- Experience launching new employee communication platforms desirable e.g Workplace/Viva Engage.
- Ability to develop content and translate concepts for multiple audiences.
- Solid understanding of intranets, content management systems, and communicating via printed, digital, event and face to face channels.
- Understanding of human services.



Key attributes

- Excellent verbal and written communication skills.
- Strong attention to detail.
- Organised and process-driven approach to work.
- Able to apply and take initiative when needed.
- Willingness to learn and develop.
- Optimistic attitude.
- Adapts well to change and juggling multiple priorities.

When things are going well, we would expect to see these outcomes:

- Successfully executed internal communication plan to support desired staff engagement.
- Communication is timely and produced to a high standard.
- Intranet and knowledge sharing platforms are of high quality, user friendly and always up to date.
- Staff feel informed, engaged and aligned with strategic initiatives.

People who know this position say the things that might make your day are:

- Working cross functionally with teams across the organisation to amplify our mission and vision.
- Hearing positive feedback about how internal communications is increasing employee engagement across the organisation.
- Working with others to find solutions.

People who know this position say some key challenges you might experience are:

- Managing a high volume of ad-hoc work requests and the tactical demands of the organisation.
- Working with a variety of stakeholders who may have different priorities and varying levels of understanding about communications and marketing.
- Cascading information in an organisation with geographically dispersed staff.

Work and flexibility

While The Benevolent Society has great tools to connect us remotely, sometimes we will need to connect in person.

This position may require:

- Travel between office locations/regions may be required.
- Use of own registered, insured motor vehicle for business purposes may be required.
- Use of TBS pool cars may be required.

Internal Communications Specialist



Key relationships

We work collaboratively with others. This position works closely with:

Within The Benevolent Society:

- The CEO and Executive Directors
- Directors
- Managers
- Marketing team
- People & Culture team
- Information Technology team

Outside The Benevolent Society:

- Intranet vendor
- Suppliers