



Position Description

Position: **Communications Manager**

Reporting to: CEO

Location: Level 1 T1B, Pacific Epping, Corner of Cooper and High Streets, Epping

Type: Permanent 0.7-1.0 FTE (negotiable)

Award/Level: SCHADS Award, Level 5

Organisational Context

Whittlesea Community Connections works with the community to advocate for and deliver services, programs, opportunities and information that ensure everyone has equal access to better, fairer systems and a greater connection to the community.

WCC seeks to ensure all those who live and work in our fast-growing region, including those facing disadvantage or hardship can live safe, healthy and fulfilling lives and become active, empowered and connected participants in the local community.

We help break down barriers to biased and unfair systems and services to help ensure diverse communities have equal access to the things they need to live safe and empowered lives and can make informed choices.

Whittlesea Community Connections is a community-led organisation that works to build and strengthen the community and break down barriers so that all residents, regardless of culture, gender, race, age or sexual orientation, can access information and life's essentials such as food, healthcare, jobs, justice, social support and education.

Our strategic priorities

- Women achieve equitable life outcomes and are free from Family Violence
- Young people have a sense of belonging and a voice in their community
- There is equitable access to employment opportunities within a sustainable local economy
- People lead healthy lives connected to community and services
- Whittlesea is a resilient community that is empowered to protect, prepare and adapt to a changing local environment in partnership with our First Nations and diverse communities

About the role:

We are looking for a skilled and passionate communications professional to deliver our communications strategy and help us share our amazing stories and impact. You're organised, proactive, and confident working with a high degree of autonomy, knowing when to seek guidance and when to forge ahead.

The Communications Manager will help WCC communicate its functions, priorities and initiatives to key stakeholders and broad audiences. The role is responsible for managing digital and social platforms, media relations and publications and for ensuring the organisation is a strong and trusted voice in the community.

The role works closely with the CEO and leadership team within WCC, but also with staff and volunteers from across the organisation to ensure all public messaging and outreach reflects the values and mission of WCC while advancing its priorities and strategic aims.

You will be a confident communicator, able to provide advice to all levels within a diverse and complex organisation. You will be able work independently to develop communication plans and story ideas, or as part of a team developing campaign strategies and initiatives. You will work with staff from across the organisation and the wider community to identify opportunities for storytelling in a way that aligns with WCC strategic aims, ethics and priorities.

We are looking for someone who is flexible in their approach to communications, who is comfortable writing a communications plan one minute, and a post for Facebook the next.

Accountability

This position reports to the CEO, with additional support from Social Enterprise Lead.

Accountability will be through support & supervision sessions, and participation in performance reviews. There is an expectation that the Communications Manager proactively communicates progress, challenges, and ideas to the CEO.

Like all WCC employees, the Communications Manager is expected to participate in the life of the organisation, promote the objectives of WCC and adhere to articulated values, policies and procedures.

Key functions:

- Develop strategies/plans for communicating major initiatives with key stakeholders.
- Assist with defining audiences and methods for reaching stakeholders for key initiatives.
- Assist with overall messaging and branding to ensure a consistent story is told for WCC that highlights the organisation's priorities and aims.
- Provide writing, editing and messaging services for key publications and public facing documents, working with photographers and designers where relevant.
- Ensure consistency in visual branding and voice across all channels and publications.
- Manage key communications channels including Instagram, LinkedIn, Facebook, YouTube, WCC Website ensuring content is current, accurate, and engaging.
- Take ownership of website enhancements and technical fixes, coordinating with IT/web support as needed.
- Track analytics and provide monthly insights to inform content direction and ensure strategy is meeting organisational aims.
- Manage media outreach
- Assist leadership team in communicating with staff, stakeholders and general public, as needed and support communication management for major events and announcements
- Support staff to identify and lift up stories from our work and community that align with our vision and values.
- Other communications challenges and opportunities as needed

Key Selection Criteria - Essential

- Degree in communications, media, journalism or equivalent with at least three years' experience in a related role.
- Experience developing and implementing a communications plan
- Proven experience working in a communications function within a complex and diverse organisation.
- Demonstrated ability to write and create content for diverse audiences and platforms that aligns with organisational goals.
- Highly organised with a proven ability to prioritise competing demands and to work to deadline under pressure.
- Proven ability to translate complex issues into persuasive and compelling narrative and messaging.
- Demonstrated use of organisational storytelling across social media and video sharing platforms.
- Excellent ability to collaborate with a diverse range of internal and external stakeholders including community sector partners and community and political decision makers.
- Ability to work independently or in small groups and teams across an organisation.
- Proven ability to identify and deliver strategic media opportunities.
- Demonstrated understanding of and support for social justice issues and community-led organisations.

Key Selection Criteria - Desirable

- Experience working in the not-for-profit sector for a community-led, complex, social justice-driven organisation.
- Experience working with people from culturally diverse backgrounds
- Proficiency in a community language

Salary and Conditions

- Conditions will be in accordance with the Social, Community, Home and Disability Services (SCHADS) Industry Award 2010, Level 5 (FTE \$100,776 - \$105,340 plus 12% super)
- Offered as a 0.7-1.0 FTE position (negotiable) with flexible working arrangements
- This is a permanent position, with a six month probationary period.

Benefits of working with WCC

You will work with an inclusive and diverse multidisciplinary team with strong community connections. Your work will have purpose and impact and we will support your growth. We are open to tailoring the role scope, responsibilities, and hours to suit your needs and strengths.

Our benefits include:

- Salary packaging to make part of your income tax free
- Ongoing learning and development
- Access to Employee Assistance Program support for you and your family
- Annual leave loading, additional paid leave over the end of year closure, and cultural leave
- Regular supervision and wellbeing support, and external cultural supervision for First Nations staff