

Communications Officer

Position Description

About the role

The Communications Officer reports to the Marketing & Communications Lead and is a member of the Housing Hub Engagement Team. The Communications Officer is responsible for managing the Housing Hub's social media channels (existing and proposed), and email updates to subscribers, writing content for the Housing Hub website and editing and proofing content written by other members of the team.

About Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to change human service policy and practice related to young people in nursing homes. The Summer Foundation utilises a range of strategies to influence health, housing, aged care and disability service policy and practice related to this target group. If you are looking for a career where you can make a difference, work collaboratively with committed and passionate people and have real opportunities for professional development, we encourage you to join our team.

Why we exist

The Summer Foundation exists to permanently stop young people with disability from being forced into residential aged care, ensuring people with disability have access to the support required to be in control of where, how and with whom they live.

How will we know we've succeeded

This problem can be solved, we are doing legacy work, and we are well on track to achieving what we set out to do. In 5 years we expect the Summer Foundation will have achieved its purpose. We will regard this as '*job done*' when the systems, policy settings and markets consistently enable people with disability to live where, how and with whom they choose; experiencing choice and control equal to people without disability.

Our workplace

We have staff working all across Australia, however our head office is located in Box Hill, Victoria. To meet some of our staff and watch a short clip about our organisation, please go to: www.summerfoundation.org.au/staff

The Summer Foundation has flexible and supportive work practices. We encourage and welcome people with lived experience of disability to apply.

Role details

Position	Communications Officer
Team	Housing Hub Social Enterprise Engagement Team
Direct reports	None
Reports to	Marketing & Communications Lead
SCHADS Award Level	Level 3 \$70,627 to \$75,000 1.0FTE + Super based on experience
Status	Full time or Part time (0.8 to 1.0 FTE)
Location	Melbourne, Sydney, Brisbane, Adelaide
Last updated	July 2022

About the team

The Housing Hub Social Enterprise has been established by Summer Foundation to create initiatives to develop the accessible housing market across Australia. We work with Housing Seekers and Housing Providers so that people with disability can find the home that is just right.

We have developed a Housing Hub platform to connect people looking for housing with accessible housing options, a Housing Options Team to provide information, resources and capacity building to people with disability on housing options and Tenancy Matching and Support Coordination Services to identify SDA eligible tenants for new SDA properties.

Key responsibilities

Social Media

- Develop and maintain the social media content calendar (Facebook, LinkedIn), including paid posts as appropriate
- Incorporate feedback from internal and external stakeholders into our publishing schedule to improve performance in key areas including reach, engagement, conversion and advocacy
- Monitor social media metrics to ensure the Housing Hub is maximising the potential of its social media presence (both organic and paid)
- Drive participation from the community to increase awareness about the Housing Hub
- Respond appropriately to audience comments on Housing Hub posts
- Engage appropriately in closed Facebook groups that are relevant to the Housing Hub's work
- Work with the Marketing & Communications Lead and digital agency to continually refine our social media content plan
- Develop and repurpose relevant, engaging content that can be used across platforms, with support from the Digital Marketing Designer, Marketing & Communications Lead, Lived Experience Team, Business Development Lead and TMS Engagement Lead
- Identify content from the Lived Experience team, project partners and other trusted industry sources for sharing via the Housing Hub's social media channels
- Work with the Digital Marketing Designer to develop visual content required for posts

- Work with the Marketing & Communications Lead to transition the Housing Hub’s Youtube presence from a content repository to an engaging channel for audience growth and engagement
- Work with the Marketing & Communications Lead to explore and develop ideas for novel ways to increase our social media engagement – such as Facebook Live, realtime replies and Tik Tok

Email updates to subscribers (eDMs)

- Manage the eDM publishing schedule and ensure that content is developed in a timely manner
- Write content for eDMs in line with the Housing Hub’s eDM strategy
- Ensure that eDMs are appropriately reviewed prior to distribution
- Coordinate with the Digital Marketing Designer to ensure that the eDMs are published on schedule

Website content and engagement

- Develop and manage content for the Housing Hub website in collaboration with the Marketing & Communications Lead, Digital Product Lead, Business Development Lead and Digital Marketing Designer
- Review existing pages and resources on the Housing Hub in line with feedback from internal and external stakeholders and draft updates
- Develop content for the website ensuring brand, SEO and accessibility guidelines are followed
- Ensure that content posted is developed in consultation with the Marketing & Communications Lead for a consistent voice, look and feel throughout the website
- Manage online web linkages from other sites and advertising on sites such as Clickability and My Care Space

Writing, editing and proofing

- Draft content as required for the Housing Hub team, including media releases, external newsletters and articles, reports and the team’s regular internal newsletter
- Edit draft publications to make sure they are well structured, use appropriate language, are free of errors and conform to the Housing Hub’s established style

General

- Other duties as requested by Manager
- Remain flexible to role changes according to relevant skills and experience, changing work environments, work priorities, and organisational needs

Qualifications, skills & experience

Qualifications

- Tertiary qualification in Social Media, Marketing, Communications, Journalism, Public Writing or a related discipline

Experience

- Experience working within a fast paced, results-focused Engagement team
- High level of attention to detail and excellent verbal and written communication skills

- Demonstrated track record of maintaining and growing a successful social media presence, including scheduling posts, tracking engagement and adapting to maximise impact (please give examples in your application with data that points to your successful track record)
- Experience writing for different audiences and communications channels
- Experience editing the work of others to improve clarity and accuracy
- Experience establishing a new social media channel for an organisation will be highly regarded
- Experience creating or working with visual content for social media will also be highly regarded
- Experience working for a for-purpose organisation and/or working within the disability sector are desirable but not essential

Skills

- Advanced knowledge of Hootsuite or another social media scheduling tool
- Advanced knowledge of Microsoft Office Suite and Google Drive
- Good working knowledge of a website content management system
- A working knowledge of html and CSS would be an advantage
- Excellent verbal, written and presentation skills
- Organised and able to meet deadlines
- Adaptable to changing environments
- Great passion for working with people with disability and championing their voice

Core capabilities

- Decision Making
- Problem Solving
- Adaptability
- Planning and Organising
- Communication
- Project Management

Housing Hub Principles

The Housing Hub principles guide how we work:

1. People with disability are at the centre of everything we do.
2. We seek social change by leading in our sector to build sustainable and innovative products that facilitate people with disability choosing where, how, and who to live with.
3. We build the confidence of the housing sector through collaboration, capacity building and tenancy solutions.
4. Our work is aligned to our evidence base and approach.
5. Our team has courage, fails fast and approaches problems with curiosity to achieve our vision.

Policies

All staff must comply with the Summer Foundation policies notified to them from time to time. These policies form part of the contract of employment with Summer Foundation and therefore must be read and understood by staff to ensure they are aware of their responsibilities as an employee of Summer Foundation.

Agreement and acceptance

Employee

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Signature

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Print name

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Date

Manager

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Signature

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Print name

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Date