

Marketing & Communications Lead

Position Description

About the role

The Marketing & Communications Lead is responsible for the development, implementation and performance of the marketing and communications strategy for the whole of the Housing Hub. This role will be the 'voice' of the Housing Hub, responsible for maximising the impact of all internal and external communications.

The Marketing and Communications Lead will lead a team that covers content creation, delivery of information sessions and digital marketing tactics. Marketing, communications and media tasks will be performed by the Lead role directly.

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	Marketing and Communications Lead
Team	Housing Hub Social Enterprise
Direct reports	Digital Marketing Designer Communications Officer Housing Options Facilitators x 3 (content creation and dissemination) Digital marketing agency
Reports to	Housing Hub Services Manager
SCHADS Award Level	Level 6 \$102,000 to \$120,000 1.0FTE + Superannuation based on experience
Status	Full time
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

People Leadership

- Manage Human Resources effectively across the Team including providing training, coaching and supervision to team members in line with our culture and operational priorities (see our expectations of Leaders [here](#))
- Develop KPIs for the team and report back on these regularly using data and take action as required to manage any areas lagging behind target performance
- Foster a positive culture where all team members can contribute and feel valued
- Liaise with Summer Foundation Comms Team to ensure that communications are coordinated, consistent and leverage each other's channels; sharing resources and information as appropriate to maximise efficiency and effectiveness
- Contribute content for internal communications
- Manage the requests coming into the team and manage workloads and expectations across the wider Housing Hub team. Promote service culture within the team

Marketing Strategy

- Development and implementation of marketing and communications strategy to reach and convert Seekers, Supporters and Providers as our core customers and users of the Housing Hub, with a particular focus on audience growth and new digital strategies

- Development of a detailed work plan for your Team to bring together tactics including social media, PPC, SEO, retargeting, advertising, content and delivery of information sessions on content developed
- Coaching team members to develop their individual work plans and/or campaigns and ongoing monitoring of data to ensure they are achieving their goals month to month
- Development of key data dashboard for all engagement activities to facilitate monthly review and adjustments
- Manage the digital agency to ensure strong performance and value for money

Communications

- Prepare and review copy for all parts of the organisation to ensure consistent high quality and one 'voice'
- Build capacity of internal teams to develop an 'audience-first' mindset in their communications
- Foster avenues for the voice of people with disability to be front and centre in Housing Hub communications
- Support team members to write clearly and effectively, using agreed Housing Hub messaging and person-first language
- Review and maintain comms assets

Media

- Engage with mainstream and sector media outlets to pitch stories, respond to enquiries and ensure that housing for people with disability remains topical and widely considered
- Support approved spokespeople to positively interact with media
- Maintain relationships with key journalists

Brand

- Maintain brand assets
- Provide guidance on visual designs and external communications

Reputation management

- Proactively and reactively consider risks to the Housing Hub's reputation and manage issues appropriately
- Communicate actual and potential risks to the General Manager and other relevant staff in a timely way

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
- Employment subject to COVID19 Vaccination and National Criminal History check or NDIS Workers Screening Check

Qualifications, skills & experience

Qualifications

- Bachelor or graduate qualification in Marketing, Marketing & Communications or a closely related discipline

Experience

- Experience leading and working within a fast paced, results-focused Marketing & Communications team with an adaptive leadership approach
- Demonstrated track record in developing and executing successful marketing strategies (please give examples in your application with data that points to your successful track record)
- Success in communications planning, engaging audiences and assessing reputational risk
- Experience working with media outlets – developing relationships, pitching stories, responding to enquiries and briefing talent
- Experience in social purpose sector that you can demonstrate brings lived experience into marketing and communications activities
- Experience within the disability sector would be highly regarded, however is not essential
- High level of attention to detail and excellent verbal and written communication skills
- Execution experience with online and offline marketing channels
- Experience in using data to make informed business decisions

Skills

- People Leadership
- Marketing strategy
- Identifying and implementing marketing tactics
- Working with the media
- Project Management
- Monitoring performance
- Advanced knowledge of Microsoft Office Suite and Google Drive
- Excellent verbal, written and presentation skills
- Organised and able to meet deadlines
- Adaptable to changing environments
- For purpose sector knowledge
- 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
- Stakeholder Management
- Reputation 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