

## Manager, Communications

### Key role details

Manager, Communications	
<b>Reports to (position)</b>	Head of Communications
<b>Department</b>	Chief Operating Team
<b>Location</b>	Bonnyrigg, Hurstville, Redfern, St Leonards and other locations as required
<b>Remuneration level</b>	Non-Award, Grade B
<b>Essential requirements</b>	<ul style="list-style-type: none"> <li>• Tertiary qualifications in communications or related field</li> <li>• A strong track record in integrated communications for multiple audiences, including internal teams, customers and project stakeholders</li> <li>• Media experience – You know what makes a good story pitch and what newsrooms need. You also know how to handle media inquiries.</li> <li>• Demonstrated experience leading, motivating and developing teams and an ability to articulate shared objectives to get results</li> <li>• Exceptional writing, editing and verbal communications skills, attention to detail to ensure materials are error-free</li> <li>• Demonstrated experience working as a senior communications manager in an issues rich environment</li> <li>• Demonstrated experience engaging diverse stakeholders and audiences leveraging technology and creative resources</li> <li>• Ability to anticipate issues and mitigate risk; proactively and strategically approach issues, problems and opportunities</li> <li>• Experience building and maintaining professional and collaborative working relationships across a wide range of disciplines, and at all levels of an organisation, both internally and externally</li> <li>• Current NSW Drivers License</li> </ul>
<b>Desirable skills</b>	<ul style="list-style-type: none"> <li>• Knowledge of Adobe Creative Cloud applications, Wordpress, Sharepoint, Microsoft Office.</li> </ul>

### Position summary

As SGCH Manager, Communications you lead and manage the development of integrated and strategic communications planning with a focus on customers and project stakeholders. You align communications to ensure a common focus on planning and execution to deliver on the Strategic Plan and drive effective and engaging internal communications at all levels and you drive measurable and sustainable change.



You work with and motivate a team to develop a clear program that builds a compelling and engaging narrative that contributes to organisational culture and overall performance against strategic objectives.

You will lead Communications Advisors and support the broader Communications team to develop and deliver communications plans for major projects and programs, identifying opportunities and risks early, developing and implementing messaging, Q&As and engagement plans with appropriate measures of success. Providing trusted and timely strategic advice and guidance to a range of teams across the organisation, you will ensure a collaborative approach that draws on the knowledge and expertise of customers and internal partners. You will also develop story pitch ideas to internal and external audiences.

You manage complex and sensitive consultations and negotiations with diverse stakeholders within agreed timelines, given their varying expectations, viewpoints and interests. You achieve project deadlines and milestones to the agreed standards and within budget, given the need to simultaneously coordinate and deliver multiple projects which are often complex and interconnected. You ensure complex and sensitive political environments are considered when leading, managing and developing all communication.

To work at SGCH you are compassionate, responsive and committed to achieving operational excellence and working collaboratively to deliver best practice social and affordable housing services. You value making a positive contribution to local communities and our shared vision for great places for everyone.



## Your Success Profile

Manager, Communications	
<p style="text-align: center;"><b>Knowledge – ‘What do you know?’</b></p> <ul style="list-style-type: none"> <li>• Advanced planning and prioritisation skills to focus resources and develop strategies that achieve strategic outcomes</li> <li>• Ability to adapt messages for multiple audiences</li> <li>• Management of content production and platforms and adherence to brand guidelines</li> </ul>	<p style="text-align: center;"><b>Experience – ‘What have you done?’</b></p> <ul style="list-style-type: none"> <li>• Worked as a communications manager in an issues rich environment</li> <li>• Led, motivated and developed teams, ability to articulate shared objectives and get results</li> <li>• Engaged diverse stakeholders and audiences leveraging technology and creative resources</li> </ul>
<p style="text-align: center;"><b>Behaviours – ‘What can you do?’</b></p> <ul style="list-style-type: none"> <li>• Skilled at building constructive and effective relationships to understand business needs</li> <li>• Ability to anticipate issues and mitigate risk; proactively and strategically approach issues, problems and opportunities</li> <li>• Work in partnership across the business to coordinate key business activities</li> </ul>	<p style="text-align: center;"><b>Personal qualities – ‘Who you are’</b></p> <ul style="list-style-type: none"> <li>• Accountable, organised and responsive with high attention to detail</li> <li>• Work with integrity to deliver the best outcomes for customers and the business</li> <li>• An adaptive and responsive manager who can tailor an approach for a positive outcome</li> </ul>



## Your work as an SGCH Manager, Communications

Our strategic work areas	Your daily work
<b>Vision, purpose and strategy</b>	<ul style="list-style-type: none"> <li>• Work to achieve our core purpose to connect people to opportunity and collaboratively shape great places through sustainable, safe and affordable housing</li> <li>• Taking responsibility for delivering high quality customer focused services with passion and purpose</li> <li>• Managing relationships with internal and external partners to ensure a shared focus on improving outcomes for customers</li> </ul>
<b>Customer service</b>	<ul style="list-style-type: none"> <li>• Show respect, courtesy and fairness when interacting with customers and colleagues</li> <li>• Responding to enquiries and requests from customers, stakeholders and colleagues with care and urgency</li> <li>• Keeping customers, stakeholders and colleagues informed about issues they have raised and seeking feedback to ensure their needs are met</li> </ul>
<b>Leadership and teamwork</b>	<ul style="list-style-type: none"> <li>• Effectively manage and support the performance of individuals and a team in a mixed environment that is both planned and reactive, with external and internal audiences</li> <li>• Collaborate with the team to develop a clear program that builds a compelling and engaging narrative that contributes to organisational culture and overall performance against strategic objectives</li> <li>• Support the broader Communications team to develop and deliver communication plans for major projects and programs</li> <li>• Build and maintain professional and collaborative working relationships with internal and external stakeholders</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Develop, implement, monitor and review customer and internal communication and engagement strategies to achieve strategic outcomes. Contribute to reporting with performance metrics</li> <li>• Support responses to media opportunities, including preparing media releases, sourcing and preparing case studies and other tasks as directed</li> <li>• Oversee key content production including newsletters, reports, factsheets and collateral to ensure it is appropriate and engaging for a range of audiences and adheres to brand and style guidelines</li> <li>• Oversee key communications platforms including intranet, website and social media ensuring they are accurate, engaging and up to date. Report regularly on agreed performance metrics.</li> <li>• Support responses to media opportunities, including sourcing and preparing case studies</li> </ul>
<b>Partnership and relationship management</b>	<ul style="list-style-type: none"> <li>• Build relationships and provide expert communication advice to influence decisions, support initiatives and communicate the objectives of SGCH</li> </ul>



	<ul style="list-style-type: none"> <li>• Skilled at building constructive and effective relationships to develop a deep understanding of business needs and strategic objectives</li> </ul>
<b>Learning mindset and accountability</b>	<ul style="list-style-type: none"> <li>• Modelling and encouraging a learning or growth mindset to build a culture of continuous learning, that values evidence, data and constructive feedback</li> <li>• Involvement in the continuous service improvement process, building capacity and understanding of the service improvement processes and environment</li> <li>• Working directly with teams and managers to address and resolve team service delivery issues, in a timely and effective way</li> </ul>
<b>Self management</b>	<ul style="list-style-type: none"> <li>• Working flexibly to adapt and respond quickly when situations change</li> <li>• Being open to new ideas, seeking feedback and responding constructively</li> <li>• Looking for, and taking advantage of opportunities to learn new skills and develop strengths</li> <li>• Prioritising a high-volume workload</li> </ul>
<b>Business excellence and innovation</b>	<ul style="list-style-type: none"> <li>• Oversee all planning and prioritisation to ensure delivery of agreed communications objectives and manage team workflows</li> <li>• Planning and completing work to agreed timeframes and standards</li> <li>• Understanding team and organisational objectives and aligning your activities accordingly</li> <li>• Identifying ways to improve systems or processes to achieve better outcomes</li> <li>• Understanding and undertaking work to meet company strategic objectives</li> </ul>
<b>Legislation, policies and procedures</b>	<ul style="list-style-type: none"> <li>• Understanding and following legislation, rules, policies, guidelines and codes of conduct that apply to the role</li> <li>• Helping others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct</li> <li>• Ensuring the privacy of customer information is protected at all times</li> </ul>
<b>Compliance and reports</b>	<ul style="list-style-type: none"> <li>• Embedding systems to support ongoing compliance with government contracts, policies and guidelines.</li> <li>• Supporting high quality data and information collection across the team to contribute to accurate operational reports</li> <li>• Using appropriate governance tools, such as meetings, huddles, visual management board (VMBs), to monitor operational performance and share information</li> <li>• Preparing high quality briefings and reports for executive management and Board on key operational issues</li> </ul>
<b>Accountability and risk</b>	<ul style="list-style-type: none"> <li>• Support issues and crisis management with clear communication to staff and customers</li> <li>• Identifying and following safe work practices, and being vigilant about their application by self and others</li> </ul>



	<ul style="list-style-type: none"> <li>• Attending workplace health and safety training</li> <li>• Being aware of risks that might impact on the completion of an activity and escalating these when identified</li> <li>• Speaking out against misconduct and inappropriate behaviour</li> <li>• Taking all reasonable care to ensure that actions or omissions do not impact on the health and safety of yourself and others in the workplace</li> </ul>
<b>Information technology</b>	<ul style="list-style-type: none"> <li>• Wordpress, Sharepoint, Adobe Creative Cloud and social media platforms and associated tools, basic Microsoft Office programs</li> <li>• Seeking advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes</li> <li>• Complying with SGCH policies on the acceptable use of technology</li> </ul>

Our expectations	Your values and behaviours
<b>Top accountabilities</b>	<ol style="list-style-type: none"> <li>1. A leadership role in the Communications team, ensuring the delivery of accurate, engaging communications tailored to audiences</li> <li>2. Leading a team and developing others</li> <li>3. Collaborating internally to deliver strategic objectives and to provide trusted guidance for communications objectives</li> <li>4. Ensuring the focus of projects and workload aligns with improving operational service delivery and outcomes</li> <li>5. Attention to detail when inputting and managing information and data, within set timeframes</li> <li>6. Know and understand SGCH policies and processes and apply them with a focus on delivering sustainable housing outcomes for customers</li> <li>7. Actively managing safety and promoting our safety culture</li> <li>8. Ensure data collection is managed sensitively, ethically and privacy is maintained, in line with the Australian Privacy Principles</li> </ol>
<b>Values and behaviours</b>	<ol style="list-style-type: none"> <li>1. Trust – we take ownership and accountability to build trust</li> <li>2. Empowerment – we empower our people, partners and our customers</li> <li>3. Inclusion – we respect differences and treat people equally</li> <li>4. Creativity – we explore new and better ways of working</li> <li>5. Honesty – we are responsible, ethical and professional</li> </ol>