



Head of Communications – Position Description

Non-Award (Contract)

Key role details

Head of Communications	
Reports to (position)	Chief Operating Officer (COO)
Department	Communications
Location	Hurstville (and travel to other SGCH office locations as required)
Remuneration level	Non-Award Level C
Essential requirements	Formal tertiary relevant qualifications in Communications, Public Relations and/or Marketing Proven research and issues management skills Strong experience in producing high quality publications Event management experience Excellent oral and written communication skills High level interpersonal skills Demonstrated understanding of Change Management
Desirable skills	Understanding of media relations and social media use Knowledge of the social housing industry



Position summary

As the SGCH Head of Communications, you are responsible for the development and delivery of an integrated internal and external communications strategy, communications protocols, an annual plan and implementation of plan. You will manage and oversee all internal and external communications and branding and significantly contribute to SGCH's leadership positioning and stakeholder satisfaction.

You will work closely with the Executive Leadership Team (ELT) and other leaders to ensure key messages are consistently delivered and change management supported. You have a strategic focus ensuring open, transparent communications, increasing visibility, and understanding of roles, teams and organisation as a whole, facilitating relationship/integration between service delivery (operations) and support. Key operational responsibilities include development and management of internal team member newsletter, management of intranet and website, project and program related communications, strategic input into key projects impacting SGCH team members and external stakeholders and development of external marketing communications, campaigns, reputation, media and branding.

You are an experienced leader, and you will provide coaching, mentoring and support across all stages of your team's employee lifecycle to empower, engage and build a collaborative team culture. You are committed to promoting and embedding the SGCH values in managing and leading your team.

To work at SGCH you are 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

Head of Communications	
<p>Knowledge – ‘What do you know?’</p> <ul style="list-style-type: none"> Value and importance of social and affordable housing to individuals and the community How to lead a collaborative team, working together to deliver integrated internal and external communications strategy How to coach team members to enhance their skills and capabilities by focusing on individual and team strengths 	<p>Experience – ‘What have you done?’</p> <p>Formal tertiary qualifications in Communications, Public Relations and/or Marketing</p> <p>Proven research and issues management skills</p> <p>Experience in producing high quality publications</p> <p>Event management experience</p> <p>Excellent oral and written communication skills</p> <p>High level interpersonal skills</p> <p>Demonstrated understanding of Change Management</p>
<p>Behaviours – ‘What can you do?’</p> <p>Deliver outcomes for our customers</p> <p>Set clear expectations, support team members to deliver and hold team members to account</p> <p>Have crucial conversations to address challenging and difficult issues with a focus on outcomes that best serve our customers</p> <p>Support the delivery of high-quality communications services by working as part of a wider leadership team</p>	<p>Personal qualities – ‘Who you are’</p> <p>Enjoy working with a business head and social heart</p> <p>Committed to the purpose and mission of community housing</p> <p>Motivated to take on new challenges and drive change</p> <p>Work with integrity to deliver the best outcomes for customers and the business</p>



Your work as a SGCH Head of Communications

Our strategic work areas Your daily work	
Vision, purpose and strategy	<ul style="list-style-type: none"> • Working to achieve our core purpose to connect people to opportunity and collaboratively shape great places through sustainable, safe and affordable housing • Promoting a sense of purpose and assisting teams across the business to understand the alignment of strategic objectives and priority projects • Managing relationships with internal and external partners to ensure a shared focus on delivering high quality services for customers
Customer service	<ul style="list-style-type: none"> • Show respect, courtesy and fairness when interacting with our customers • Taking responsibility for delivering high quality customer focused services • Keeping customers and stakeholders informed about issues they have raised and seeking feedback to ensure their needs are met
Communications	<ul style="list-style-type: none"> • Maintains clear and open communications with the Chief Operating Officer, Executive Leadership Team, specifically the CEO, Board and colleagues, relevant stakeholders, to ensure shared purpose and understanding of the communications outcomes.
Partnership and stakeholder management	<ul style="list-style-type: none"> • Adopting a strategic approach to partnership management, ensuring regular engagement with key partners to ensure arrangements are running smoothly and identify areas to enhance and build the partnership • Supporting the development of strategic partnering communications plans and close working relationships with key internal and external stakeholders
Learning mindset and accountability	<ul style="list-style-type: none"> • Modelling and encouraging a learning or growth mindset within the team to build a culture of continuous learning, that values evidence and data, constructive feedback and exposure to new experiences • Ensuring accountability across the team by setting clear expectations and goals, building a shared understanding and commitment to deliver and having accountability conversations when expectations are not met • Addressing and resolving team and individual performance, in a timely and effective way
Self-management	<ul style="list-style-type: none"> • Promoting and modelling the value of self-improvement and taking advantage of opportunities to learn new skills and develop strengths • Actively seeking, reflecting and integrating feedback to enhance own performance



	<ul style="list-style-type: none"> • Showing commitment to achieving challenging goals and working flexibly to adapt and respond quickly when situations change
Business excellence and innovation	<ul style="list-style-type: none"> • Keeping up to date with relevant contemporary knowledge and practices • Understanding team and organisational objectives and aligning activities accordingly • Continuous improving processes, tools and templates to achieve better outcomes
Legislation, policies and procedures	<ul style="list-style-type: none"> • Understanding/ following legislation, obligations, rules, policies, guidelines and codes of conduct that apply to your role • Applies relevant legislation, and updates policies, procedures and frameworks to ensure compliance and drive contemporary best practice. • Ensuring the privacy of customer information is protected at all times
Compliance and reports	<ul style="list-style-type: none"> • Adheres to all legislative and regulatory regimes and delivers on time, accurate and high-quality reports, papers and presentations to a range of audiences including Board, Executive Leadership Team, Head of Departments, and colleagues
Accountability and risk	<ul style="list-style-type: none"> • Following safe work practices and being vigilant about their application by self and others • Attending workplace health and safety training • Being aware of risks that might impact completion of an activity and escalating these when identified • Speaking out against misconduct and inappropriate behaviour
Information technology	<ul style="list-style-type: none"> • Using core office software applications such as Outlook, Word and Excel • Exploring new technologies and systems to improve business practices • Complying with SGCH policies on the acceptable use of technology



Our expectations	Your values and behaviours
Top accountabilities	<ol style="list-style-type: none"> 1. Work in partnership with the CEO and ELT to develop SGCH's strategic direction for internal and external communications and marketing plan. 2. Key responsibilities include: <ol style="list-style-type: none"> ○ Media engagement strategy and Public Relations ○ Internal/corporate communications ○ Direct marketing strategy ○ Sponsorship strategy ○ Events management ○ Campaign management ○ Stakeholder communications ○ Brand management ○ Online strategy (including social media strategy) ○ Drafting and production of all SGCH corporate collateral, specifically the Annual Report 3. Identify strategic opportunities for campaign development and management in line with SGCH's objectives to highlight key issues and raise awareness about housing and homelessness. 4. Develop and execute all campaigns/communications on time and to budget. 5. Establish, update and communicate policies, protocols and procedures for the communications function. 6. Develop communications and marketing plans for organisation wide programs and initiatives. 7. Advise on ministerial correspondence on behalf of CEO and ELT. 8. Ensure consistency of strategy and tactics throughout all communications. 9. Support and guidance in the analysis and compilation of communication reports, survey findings and measurement outcomes. 10. Provide strategic advice to CEO and ELT on appropriate communication strategies and responses as required. 11. Manage strategic direction for specific external communications targeted to varying audiences using One Housing. 12. Ensure the reputation of SGCH is protected and promoted through all internal and external communications. 13. Ensure compliance with all legal, statutory and organisational policy requirements.



	<p>14. Timely identification and review of risks that could threaten SGCH achieving its objectives and ensure appropriate communication controls in place to minimise risk.</p> <p>15. Identify and manage social media initiatives.</p>
5 iSARI values	<ol style="list-style-type: none"> 1. Innovation - to find new and better ways of working, to deliver the most impact for our customers and to support us to be a leading community housing business 2. Support - a business environment that is caring and provides support and encouragement to everyone involved in managing, delivering, and using our services. Engagement with SGCH goals 3. Accountability - being transparent and accountable to our stakeholders for our actions and decisions and being collectively and individually professional in the way we conduct business. Ensuring our professionalism in each everyday action 4. Respect - for the unique contribution of our team members and partners and for customers, whatever their circumstances. Willingness to listen to and gain understanding of others and to work together. Collaborating and innovating through shared learning 5. Integrity - being honest, open, and appropriate in our communications with others, understanding and meeting our governance and management responsibilities. Informed action with discernment
4 vital behaviours	<ol style="list-style-type: none"> 1. 'I speak up' - speaking up and sharing your opinion to lead to great outcomes for yourself, customers, colleagues, and the business. Creating a space for this behaviour by encouraging others to speak up, listen and respond with care and respect 2. 'I make mindful requests' - making sure our requests are mindful, saves time, makes sure tasks are done right the first time and prevents confusion. Mindful requests help you know exactly what you are committing to and improves the way we work together and make a better experience for all our customers 3. 'I ask, "Is there a better way"?' - the process of exploring alternative options to achieve the outcomes we are looking for. We use this commitment to create an opportunity for each of us to learn and develop. It prompts us to think differently, consider multiple perspectives and be creative 4. 'I do what I say I will' - being conscious of the commitments we make to ensure that the things we say we will do are achievable and that we have everything we need to perform a task before we start. Using this commitment helps us to build trust and work together to deliver outcomes for our customers