

Communications Advisor (Digital)

SCHCADS Award

Key role details

Communications Advisor (Digital)	
Reports to (position)	Manager Communications
Department	Chief Operating Office
Location	Hurstville and others as required
Remuneration level	SCHCADS Award Level 7
Essential requirements	<p>Tertiary qualifications in a relevant field or equivalent skills and/or relevant industry experience</p> <p>Experience in developing best-practice design for internal and external digital content, tracking and monitoring content effectiveness with an excellent understanding and demonstrated experience in accessibility and Google analytics</p> <p>Content Management System (CMS) platform skills to undertake content publishing tasks, preferably in WordPress and SharePoint intranet</p> <p>Proficiency in core Office software applications such as Microsoft Outlook, Word and Excel and Adobe Creative Suite</p> <p>Experience in creating, writing and delivering Electronic Direct Mail (EDM) and with Exclaimer email automation software</p> <p>Experience in the use of bulk SMS communication platforms for internal and external communications</p> <p>Proficiency on all social media platforms</p> <p>Exceptional writing, editing and verbal communications skills and attention to detail</p> <p>Project management skills with the ability to create and manage a communications schedule, prioritise work and deliver to deadline in a fast-paced environment</p> <p>Ability to use analytical and problem-solving skills to assess the impacts of changes and plan effective communications activities to ensure successful outcomes</p> <p>Experience measuring and evaluating the effectiveness of communication activities with a focus on outcomes and continuous improvement</p> <p>Excellent stakeholder management skills, confident to liaise with and influence customer focused outcomes</p>
Desirable skills	<p>Change communications experience, ideally in organisational, project and process change</p> <p>Knowledge of the community housing sector and challenges faced by the industry</p>



Position summary

As an SGCH Communications Advisor (Digital) you will drive customer-centric content strategies on SGCH's internal and external platforms, shape SGCH's digital communication strategies, take charge of coordinating digital content and projects across multiple platforms and end-to-end publishing processes to delivery accuracy and engagement. You will refine future content through insightful post-release assessment, foster valuable relationships with stakeholders and provide expert advice on digital communication, maintain websites and digital channels to adhere to accessibility, content, branding standards and improve content experiences across SGCH's digital channels.

You will demonstrate your proven organisation skills and proactive, self-starting approach. You will apply your strong collaborative skills and share your knowledge and learnings with the Communications team, all in the name of improving the customer experience. With a focus on proactive two-way communication with team members and supporting wider engagement activities, you will also provide digital communications support to the Communications team.

You will work with other teams to deliver on our customer service goals, both internally and externally. You will provide expert advice about digital communications best practice to colleagues at all levels across the organisation. You will contribute to the corporate reporting suite and lead the production on newsletters and develop communications as required.

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

Communications Advisor (Digital)	
<p>Knowledge – ‘What do you know?’</p> <p>Value and importance of social and affordable housing to individuals and the community</p> <p>Strong project management skills</p> <p>In depth understanding of how to use communication tactics and channels to deliver outcomes</p> <p>Excellent editing and copywriting skills, high attention to detail delivering written material to a high standard that communicates the agreed goals and objectives</p> <p>Work with others to create and deliver content tailored to a variety of audiences that puts our partners and customers at the centre, building relationships to help manage the development of key corporate publications and communications</p>	<p>Experience – ‘What have you done?’</p> <p>Planned and prioritised a busy workload</p> <p>Led and delivered communication and change activities for business transformation projects in complex organisations</p> <p>Developed content for various audiences including newsletters, case studies, intranet and website</p> <p>Maintained systems and processes for the management, development and delivery of content and publications, including production with design agencies and any associated content (photography, graphics)</p> <p>Partnered with internal stakeholders to provide expert and best practice advice to enable their communication objectives</p>
<p>Behaviours – ‘What can you do?’</p> <p>Build strong relationships with stakeholders</p> <p>Analyse and problem solve issues</p> <p>Plan, adapt and prioritise tasks to focus on business objectives</p> <p>An eye for detail, you ensure information is accurate and up to date and report against milestones, while managing competing deadlines and priorities</p>	<p>Personal qualities – ‘Who you are’</p> <p>Enjoy working with a business head and a social heart</p> <p>Kind, responsive, caring and supportive</p> <p>Work with integrity to deliver the best outcomes for customers</p> <p>A customer centric communication practitioner</p> <p>A team player who collaborates and contributes to planning and shared goals</p> <p>Results focussed and highly organised</p> <p>Flexible, able to tailor and adapt an approach for a positive outcome</p>



Your work as an SGCH Communications Advisor (Digital)

Our strategic work areas	Your daily work
Vision, purpose and strategy	<ul style="list-style-type: none"> • Work together to achieve our purpose to provide sustainable, safe and affordable housing as the foundation for our customers to connect to opportunities and build their communities • Aspire to achieve sustainable tenancies as a foundation for opportunity, more sustainable homes in thriving communities and a vibrant sustainable business in the work you do everyday • Manage relationships with stakeholders to ensure a shared focus on improving outcomes for tenants and social housing communities
Customer service	<ul style="list-style-type: none"> • Promote a culture of respect, courtesy, authenticity and fairness when interacting with customers • Keep customers, stakeholders and colleagues informed about issues they have raised and seeking feedback to ensure their needs are met
Teamwork	<ul style="list-style-type: none"> • Modelling SGCH values and team behaviours, promoting a culture of innovation, support, accountability, respect and integrity • Collaborate and contribute to planning and prioritisation as part of the Communications Team
Communications	<ul style="list-style-type: none"> • Create clear, concise and engaging digital communications that effectively communicate to team members • Schedule, write, review and publish digital communications for audiences including customers, staff and project partners • Develop and maintain key communications systems including the intranet and website, photo library, key messages and case studies • Maintain effective relationships with key stakeholders and work collaboratively with other project and change resources to identify effective ways for managing, creating and delivering key messages on digital platforms • Contribute to regular reporting and review to measure effectiveness of activities with a focus on outcomes • Analyse and problem-solve to assess the people impacts of changes, establish connections across multiple project and initiatives and propose alternative communications activities to ensure successful outcomes
Partnership and stakeholder management	<ul style="list-style-type: none"> • Work collaboratively across all relevant sections of SGCH to plan, develop and deliver effective communication activities • Maintain effective working relationships with partners and suppliers



Learning mindset and accountability	<ul style="list-style-type: none"> • Engage with continuous improvement processes within the communications function, using data and insights to inform practice • Work as part of the Communications Team to address and resolve team service delivery issues, in a timely and effective way
Self-management	<ul style="list-style-type: none"> • Promote and model the value of self-improvement and being proactive in seeking opportunities for growth • Work flexibly to adapt and respond quickly when situations change • Be open to new ideas, seek feedback and respond constructively • Actively seek, reflect and integrate feedback to enhance own performance • Look for and take advantage of opportunities to learn new skills and develop strengths • Show resilience and ability to work under pressure
Business excellence and innovation	<ul style="list-style-type: none"> • Keep up to date with relevant contemporary knowledge and practices • Understand team and organisational objectives and align your activities accordingly • Understand the expected performance requirements and support our teams to achieve these objectives • Identify ways to improve systems, project processes, tools and templates to achieve better outcomes • Identify resource needs and ensuring goals are achieved within budget and timeframes
Legislation, policies and procedures	<ul style="list-style-type: none"> • Understand and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Ensure the privacy of customer and organisational information is protected
Compliance and reports	<ul style="list-style-type: none"> • Embedding systems to support ongoing compliance with government contracts, policies and guidelines • Support high quality data and information collection across the team to contribute to accurate operational reports • Using appropriate governance tools, such as meetings, huddles, visual management board (VMBs), to monitor operational performance and share information • Preparing high quality briefings and reports for executive management and Board on key operational issues
Accountability and risk	<ul style="list-style-type: none"> • Identify and follow safe work practices; and be vigilant about their application by self and others • Attend workplace health and safety training



	<ul style="list-style-type: none"> • Identifying and managing critical incidents in a timely and effective way • Be aware of risks that might impact on the completion of an activity and escalate when identified • Speak out against misconduct and inappropriate behaviour
Information technology	<ul style="list-style-type: none"> • Excellent understanding and demonstrated experience in accessibility and Google analytics • CMS platform skills to undertake content publishing tasks, preferably in WordPress and SharePoint intranet • Proficiency in core Office software applications such as Microsoft Outlook, Word and Excel and Adobe Creative Suite • Experience in creating, writing and delivering EDMs and with Exclaimer email automation software • Experience in the use of bulk SMS communication platforms for internal and external communications • Proficiency on all social media platforms • Use core Office software applications such as Microsoft Outlook, Word and Excel and Adobe Creative Suite • Ensure our key collateral meets accessibility standards • Manage and updating information and work flows in our specialised information and communications technology platform, OneHousing and other applications where required • Comply with SGCH policies on the acceptable use of technology

Our expectations	Your values and behaviours
Top accountabilities	<ol style="list-style-type: none"> 1. Deliver responsive, respectful and consistent services 2. Actively manage safety and promote our safety culture 3. Plan, develop and deliver communication plans and activities that support SGCH business goals. 4. Collaborate internally to deliver effective communication advice and provide communication support for the wider organisation through change and business transformation periods. 5. Actively promoting our safety culture 6. Ensuring the focus of projects and workload aligns with Strategic priorities. 7. Demonstrate strong interpersonal skills including the ability to communicate with a broad range of customers from diverse backgrounds and cultures 8. Apply the Australian Privacy Principles when managing customer information and data 9. Actively manage safety and promote our safety culture 10. Know and understand SGCH policies and processes and apply them with a focus on delivering sustainable housing outcomes for customers



	11. Apply the Australian Privacy Principles when managing customer information and data
Our values	<div>1. Trust – we take ownership and accountability to build trust</div> <div>2. Empowerment – we empower our people, partners and our customers</div> <div>3. Inclusion – we respect differences and treat people equally</div> <div>4. Creativity – we explore new and better ways of working</div> <div>5. Honesty – we are responsible, ethical and professional</div>