



## Senior Communications Advisor

### SCHCADS Award

#### Key role details

Senior Communications Advisor	
Reports to	Head of Communications
Department	Chief Operating Office
Location	Hurstville and others as required
Remuneration level	SCHCADS Award Level 8
Essential requirements	<p>Tertiary qualifications in Communications, Public Relations, or Journalism and/or equivalent skills and experience</p> <p>Experience managing end-to-end digital and print production of annual and quarterly publications for external and internal platforms</p> <p>Excellent written and verbal communication skills with a strong attention to detail</p> <p>Excellent project management skills</p> <p>Experience developing, managing and maintaining key messaging and organisational source-of-truth information</p> <p>Experience sourcing and editing engaging content for publications</p> <p>Proven ability to manage competing schedules and tasks, meet deadlines, and deliver results in a busy environment</p> <p>Proven analytical skills in measuring the impact and effectiveness of communication activities</p> <p>Ability to plan effective communication strategies to support promotion and distribution of publications</p> <p>Excellent interpersonal skills to work effectively as part of the Communications team, work with and support other SGCH teams</p>
Desirable skills	An understanding of the community housing sector and its challenges



---

## Position summary

As the Senior Communications Advisor you will manage the end-to-end production of SGCH's annual and quarterly publications (digital and print); oversee SGCH's source-of-truth library including key messaging; and identify and curate SGCH stories that are media-worthy.

This role will work with our Communications Advisors to find great content across SGCH's business pillars for use in our publications and to recommend as being pitched to journalists; ensure the timely delivery of SGCH's publications, creating content and production plans to manage the process; coordinate required videography, photography and graphics; manage SGCH's source-of-truth library; and support all publications' promotion and distribution.

As part of the Communications team, you will help with reporting, SGCH events, and complete other tasks as required. You will help deliver the organisation's internal and external communication strategy, ensuring SGCH's key messages are effectively communicated.

You will be committed to delivering together with passion and purpose, guided by SGCH's organisational values. Together we provide sustainable, safe and affordable housing as the foundation for our customers to connect to opportunities and build their communities.



## Your Success Profile

Senior Communications Advisor	
<p style="text-align: center;"><b>Knowledge – ‘What do you know?’</b></p> <p>The value and importance of social and affordable housing to individuals and the community                      Strong project management skills                      Understanding of communication tactics and channels                      Excellent editing and copywriting skills, high attention to detail                      Our audiences so we put our partners and customers at the centre, building relationships to help the development of communications</p>	<p style="text-align: center;"><b>Experience – ‘What have you done?’</b></p> <p>Managed production end-to-end of publications                      Planned and prioritised a busy workload                      Project management                      Developed and managed source-of-truth information                      Supported promotion and distribution of publications                      Edited content for various audiences                      Delivered content and production plans in agreed timeframes</p>
<p style="text-align: center;"><b>Behaviours – ‘What can you do?’</b></p> <p>Build strong relationships with stakeholders                      Analyse and problem solve issues                      Plan, adapt and prioritise tasks to focus on business objectives                      You ensure information is accurate and up to date                      You report against milestones while managing competing priorities</p>	<p style="text-align: center;"><b>Personal qualities – ‘Who you are’</b></p> <p>Enjoy working with a business head and a social heart                      Kind, responsive, caring and supportive                      Work with integrity to deliver the best outcomes for customers                      A customer centric communication practitioner                      A team player who collaborates and contributes to shared goals                      Results focussed and highly organised                      Flexible, able to tailor and adapt an approach for a positive outcome</p>



## Your work as an SGCH Senior Communications Advisor

Our strategic work areas	Your daily work
Vision, purpose and strategy	<p>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</p> <p>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</p> <p>Manage relationships with stakeholders to ensure a shared focus on improving outcomes for tenants and social housing communities</p>
Customer service	<p>Promote a culture of respect, courtesy, authenticity and fairness when interacting with customers</p> <p>Keep customers, stakeholders and colleagues informed about issues they have raised and seeking feedback to ensure their needs are met</p>
Teamwork	<p>Modelling SGCH values and team behaviours, promoting a culture of innovation, support, accountability, respect and integrity</p> <p>Collaborate and contribute to planning and prioritisation as part of the Communications Team</p>
Communications	<p>Deliver SGCH's annual, quarterly and weekly publications</p> <p>Manage SGCH's source-of-truth library and key messaging</p> <p>Identify and curate great content across SGCH's business pillars, in consultation with Communications Advisors, utilising these stories in our publications and proposing them for pitching to media</p> <p>Consider SGCH's current and potential publication needs and determine necessary actions such as redesigning, renaming and other enhancements, and then deliver these.</p> <p>Develop and maintain the intranet, photo library and case studies required for publications, in consultation with Communications Advisors</p> <p>Contribute to regular reporting and measure effectiveness of activities with a focus on outcomes</p>
Partnership and stakeholder management	<p>Work with all relevant areas of SGCH to plan, develop and deliver our publications</p> <p>Maintain effective working relationships with partners and suppliers</p>
Learning mindset and accountability	<p>Engage with continuous improvement processes within the communications function, using data and insights to inform practice</p> <p>Work as part of the Communications team to address and resolve any content or production issues, in a timely and effective way</p>



Our strategic work areas	Your daily work
Self-management	Promote and model the value of self-improvement and be 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	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	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 as it pertains to your role and/or their work with your role Ensure the privacy of customer and organisational information is protected
Compliance and reports	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 Use 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 publications
Accountability and risk	Identify and follow safe work practices; and be vigilant about their application by self and others Attend workplace health and safety training 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 Apply the Australian Privacy Principles when managing customer information and data



Our strategic work areas	Your daily work
Information technology	Proficiency in core software applications such as Microsoft Outlook, Word, Excel, and Adobe Creative Suite Proficiency on social media platforms Comply with SGCH policies on the acceptable use of technology

Our expectations	
Top accountabilities	<ol style="list-style-type: none"> <li>1. Work collaboratively with the Head of Communication, Manager, Communications, and team members across the organisation in a supportive and respectful manner to provide professional communications services</li> <li>2. Effectively lead and deliver SGCH publications, including the annual, quarterly and weekly publications</li> <li>3. Manage the SGCH source-of-truth library and key messaging, in a timely manner and with accuracy</li> <li>4. Identify and curate great content across SGCH's business pillars</li> <li>5. Support the wider communications team with SGCH-related events and activities</li> <li>6. Ensure the focus of projects and workload aligns with achieving operational and strategic service delivery and outcomes</li> <li>7. Be flexible and responsive to requests from the Head of Communications, prioritising work in collaboration with team members to meet the highest customer priority first</li> <li>8. Apply the Australian Privacy Principles when managing customer information and data</li> <li>9. Actively managing safety and promoting our safety culture</li> <li>10. Knowledge and understanding of SGCH policies and processes and apply them with a focus on delivering sustainable housing outcomes for customers</li> </ol>
Our values	<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>