



Position Description

Communications Officer

Department: Marketing
 Reports to: Head of Marketing
 Location: Alderley, Brisbane

Position Purpose

In consultation with the Head of Marketing, the Communications Officer is responsible for developing and coordinating the implementation of sales and marketing campaign communication pieces, stakeholder and customer communications, public relations pieces, and media statements.

The role also works closely with the Head of Marketing to develop specific strategic communications plans; aimed at achieving optimum brand position, business performance and growth targets, stakeholder engagement and community outcomes.

Position – Key Result Areas

The Communications Officer works in consultation with the Head of Marketing in delivering against each of the areas of accountability outlined below.

Accountability [1-4]

Has direct responsibility over	[1]	Recommends, advises, interprets	[2]
Shares responsibility with others	[3]	Provides information	[4]

Strategy and Planning	
Develops and maintains the organisation’s language style guide, working closely with multiple stakeholders to ensure a consistent, bi-lingual and considered approach to written content.	[1]
Develops and coordinates the implementation of, stakeholder communications and engagement strategies, public relations, media statements and related issues management frameworks for the organisation.	[1]
Coordinates and contributes to the development of communications plans at an organisational level and across individual programs and services to support brand and campaign marketing and sales initiatives and achieve the objectives of program and service areas.	[2]
Works with stakeholders across the organisation to ensure a balance in the representation of languages, and the development of frameworks for co-designed communications strategies.	[2]



Content generation	
Works with the Head of Marketing, and key stakeholders to develop corporate communications pieces for a range of audiences, including corporate partners, media, members and the community.	[1]
Works with the Marketing Campaigns Team and wider Marsales function to develop bespoke communications pieces for campaigns and sales activity, considering campaign KPIs, audience and channel.	[3]
Provides communications support to staff across the Marsales function; ensuring information clarity, accuracy, and consistency with brand principles.	[1]
Seeks out opportunities for content generation, working with community, corporate partners, staff and industry to source relevant communications pieces.	[1]
Supports in the generation of content for organisational special projects including campaigns, news partnerships, podcasts or other mediums.	[2]
Partnerships and Relationship Management	
Develops and maintains effective industry and sector networks to support communications and engagement strategy and initiatives.	[1]
Develops and maintains effective relationship with community and staff stakeholders to ensure an accurate representation of audience and voice throughout communications pieces.	[3]
Research, Development and Reporting	
Develops and implements effective frameworks and processes for ongoing performance evaluation of communications and engagement strategies and initiatives, including appropriate management reporting.	[3]
Coordinates research, analysis and reporting on competitor, campaign and customer data and other relevant information for the effective development and management of communications and engagement strategies and initiatives and to inform and improve future decision making.	[3]
Systems and Process Improvement	
Coordinates the development, maintenance and improvement of communications and engagement platforms, tools and processes aligned with marketing and sales business requirements and in accordance with organisational policies and quality standards.	[1]



Decision Making

Decisions

- Communications and engagement operations and procedures.
- Copy and language for multiple channels and publications.

Recommendations

Communications and engagement strategy and initiatives including key stakeholder engagement and consideration of community impact and outcome.

Primary Relationships

Internally in Deaf Services

Head of Marketing

Executive

Management team

Marketing and Sales team

Purpose / Relationship

Line management and development, recommendation, reporting, advice and support

Recommendation, reporting, advice and support

Collaboration, advice and support

Collaboration, advice and support

External to Deaf Services

Professional, industry and sector networks and partners

Customers and community

Purpose / Relationship

Market and industry development, innovation, competitor analysis and collaboration

Engagement, needs analysis, communications and engagement strategy/content development

Persons/functions that report to this position

Nil

Role / Relationship



KNOWLEDGE AND SKILLS

Requirement for skills / knowledge in this position

[N]	None	[L]	Little need	[D]	Desirable
[M]	Moderate	[I]	Important	[C]	Critical

	N	L	D	M	I	C
Leading			*			
Innovating					*	
Planning					*	
Organising					*	
Patience & Friendliness					*	
Customer/Client Orientation						*
Financial Acumen			*			
Administration					*	
Auslan				*		
Professionalism						*
Acceptance						*
Problem Solving						*
Deciding					*	
Implementing					*	
Communicating						*
Flexibility					*	
Consulting					*	
Participating					*	

Selection Criteria

Essential

- Experience and understanding of contemporary communications, customer engagement and public relations theory, practice and technologies.
- Experience developing and implementing effective communications and engagement strategies for application across multiple programs, services and channels.
- Experience developing and maintaining relationships with internal and external customers, business partners and stakeholders.
- Demonstrated ability to work collaboratively across teams in planning, implementing and managing communications and engagement strategies.
- High level communication skills and an ability to analyse, collate and present information and recommendations.
- Impeccable proofreading abilities.
- A willingness to learn Auslan, if it is not already known.



Desirable

- Knowledge of, and experience working with the Deaf community, and a knowledge of Auslan.
- Experience working in communications with Deaf people, or alternatively with CALD communities or communities with unique or specific communication preferences.
- Training in, or knowledge of 'Easy English' communication style.
- Experience in stakeholder engagement and customer analytics.
- Experience in PR, and/or working with the media.
- Relevant business qualifications in Communications or a related discipline.

Please sign below your agreement of the above position description

(Please Print Name)

(Signature)

(Date)