

Position Description	
Position Title:	Marketing and Communications Manager
Status:	Full Time Ongoing
Classification:	As per the contract of employment
Remuneration:	As per the contract of employment
Primary Location:	660 Elizabeth St, Melbourne
Date PD Adopted:	February 2019
PD Review Date:	February 2020

## About Unison

Unison provides a diverse range of housing services across Victoria and in Adelaide, including social housing, affordable housing, private rental, transitional housing and owners' corporation services.

We believe that affordable housing is the foundation on which to build a life of value, but that a good life takes more than just housing. A good life takes place in a community.

We provide affordable housing, and work to reduce disadvantage and social exclusion for people who have previously been homeless, by helping to create communities around them. Unison also assists over 3000 people each year who are homeless or at risk of homelessness.

## Vision

Communities that thrive.

## Mission

Collaborate to create vibrant, sustainable communities that meet the needs of renters, owners and people who are homeless, by developing, managing and providing access to affordable housing.

## Position Objective

- Lead the development, implementation and review of Unison communications, marketing, and corporate partnerships in support of Unison strategic objectives in consultation with stakeholders.

## **Key Accountabilities**

### **Communication**

In consultation with stakeholders develop and implement an internal and external communications strategy and plan, including social media strategy, incident response, and RMIT partnership.

Develop, implement and review communications policies, procedures, templates and style guides.

Provide guidance, advice and lift capability and awareness of Unison staff in relation to communications.

Manage Unison's engagement with the media.

Support internal communication, including ensuring that recommendations or issues raised by the Tenant Advisory Group are circulated and discussed within the organisation.

Oversee the support of staff in the identification and development of story ideas.

Oversee management of Unison web page content and social media channels.

Represent Unison's communications and marketing activities at high level organisational forums and relevant committees.

### **Marketing**

Develop, implement, review and evaluate marketing strategies, and plans to support Unison strategic objectives.

Review Unison service value proposition in line with organisational strategy, and lead the application of the brand as required.

Provide guidance, advice and lift capability and awareness of Unison staff in relation to the Unison brand.

Partner with People and Culture to develop the Unison employee value proposition.

Ensure the Unison brand is appropriately applied to all organisational communications.

Oversee the development, production, distribution of, and communication around, marketing and collateral content including brochures, annual report, newsletters and surveys.

Identify opportunities for Unison's participation at events, and coordinate Unison internal and external events.

Support preparation for tenders as required.

Support the Executive on the development of organisational strategy, operational plan, and other items as required.

### Corporate Partnerships

Seek opportunities for corporate partnerships to support Unison strategic objectives.  
Lead and provide guidance and advice to manage and maintain corporate partnerships.

### Corporate Involvement

Management and supervision of any direct reports.  
Participate in regular performance management planning and review processes as required.

Provide regular reports as required in agreed format and evaluate key communications and marketing initiatives.

Develop and monitor marketing and communications budget.

### Promotion of a Positive Culture

Champion a culture that is respectful, non-judgemental, and inclusive in line with Unison's Values, and Code of Conduct.

Encourage and support others to respond positively to change and the future directions of Unison.

### Relationship building

Build and maintain relationships, and collaborate with internal and external stakeholders to develop Unison's marketing, communications, corporate partnerships and community engagement outcomes.

Work effectively as part of the Corporate Services Team.

### Other General and Administrative Requirements/Duties:

Undertake other projects and duties as required.  
Travel to other Unison work sites as required.

### Key Selection Criteria

Qualifications & Experience	<ul style="list-style-type: none"> <li>• Tertiary qualifications in marketing, communications, public relations or related discipline.</li> <li>• Previous experience in a leading a marketing, communications, and community engagement function.</li> <li>• Previous experience in a Community Services setting desirable.</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Ability to show initiative, be a self-starter and work autonomously.</li> <li>• A high level of energy and enthusiasm.</li> <li>• Positive team working approach.</li> <li>• Demonstrated success in stakeholder engagement.</li> <li>• Demonstrated success in critical thinking and creative problem solving.</li> <li>• Highly organised, reliable, and able to multi task to meet deadlines.</li> </ul>

Knowledge and skills	<ul style="list-style-type: none"> <li>• Demonstrated success in social media strategy development and implementation.</li> <li>• Demonstrated success in development and implementation of communications, marketing, and community engagement strategies.</li> <li>• Demonstrated success in stakeholder engagement.</li> <li>• Excellent written and verbal communication skills.</li> <li>• Experience in staff management and supervision.</li> </ul>
Occupational Health and Safety	<ul style="list-style-type: none"> <li>• Ensure that Unison's Occupational Health and Safety Policy and Procedures are continually observed and complied with.</li> <li>• All employees have a duty to take reasonable care for the health and safety of themselves and others affected by their actions at work, and to comply with Unison's OHS Frameworks.</li> <li>• Regularly inspect own immediate work environment and report any incidents, hazards or near misses that can cause harm or that represent a threat to public safety to the relevant Manager or Supervisor.</li> <li>• Actively participate in hazard elimination where practical.</li> </ul>
Safety screening	<ul style="list-style-type: none"> <li>• This role is subject to a satisfactory National Police History check and Working with Children Check.</li> <li>• Applicants who have lived overseas for 12 months or longer during the past 10 years are required to provide the results of an international police check.</li> </ul>

### Physical Inherent Requirements

Office Duties	<ul style="list-style-type: none"> <li>• Sitting at a workstation using a computer or sitting for up to two hours at a time with breaks.</li> <li>• General office based work such as handling files, various paperwork, attending to phone calls and stakeholder enquiries.</li> </ul>
Driving	<ul style="list-style-type: none"> <li>• Required to drive private or Unison owned vehicles.</li> </ul>
Work Environment	<ul style="list-style-type: none"> <li>• May be required to work from different sites, including offsite facilities.</li> <li>• Exposure to varied weather conditions.</li> </ul>

Lifting and Carrying

- Infrequent lifting and carrying of items up to 5kgs.

Bending and Reaching

- Required to occasionally bend and reach.

## Organisational Values

Unison is a values-based organisation and seeks to cultivate a culture founded on quality of service delivery, responsiveness, collaboration and respect for others. It is an environment that requires all team members to maintain high standards of work in line with our Values:

### People

- We put the customer at the heart of what we do, we value each other and welcome diversity

### Respect

- We are respectful of all and welcome open and honest discussion

### Positivity

- We have a positive and dynamic approach to our work. We embrace change, learn from our mistakes and seek to find solutions

### Accountability

- We do what we say we will do

Unison is proud to be an Equal Employment Opportunity (EEO) employer. We are committed to the safety of both our clients and staff and engaging in a diverse workforce. Unison encourages individuals of diverse backgrounds, including but not limited to, those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse and the LGBTI communities to join our workforce.

## Organisational Relationships

Accountable to	Director Corporate Services.
Supervises (Day to Day Operations)	Projects and Communications Officer.
Internal Liaisons	All Unison Staff.
External Liaisons	Peak bodies, media, community partners, and corporate partners.

Signed and Dated: