

Position Description

Position Title:	Communications and Marketing Manager
Team:	Corporate Services Team
Employment Status:	Full-time and Ongoing
Primary location	117 Berkeley St, Melbourne - may be required to work at other Unison office locations
Classification	Management – Individual Contract

About Unison

Unison is a not-for-profit organisation that works to reduce disadvantage and social exclusion by creating communities that thrive. We develop, own and manage social, transitional and affordable housing and provide commercial property management, owners corporation management, and cleaning and grounds 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. Unison also assists over 3,500 people who are homeless or at risk of homelessness each year.

Unison is proud to be an Equal Employment Opportunity (EEO) employer. We are committed to the safety of 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 LGBTIQ+ communities, to join our workforce.



OUR VISION

Communities that thrive.

OUR 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.

Our Values

We are committed to delivering high-quality services in line with our organisational values. These values are the principles that guide how we operate, how we provide services to our customers, how we treat each other within the organisation, and how we relate to the broader community.

As a values-based organisation, Unison 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 work standards in line with our values.

At Unison we value:



Position Objectives

The Communications and Marketing Manager has both a strategic and operational focus. The purpose of this position is to lead, execute and review Unison's communications and marketing strategy, ensuring it is in line with Unison's strategic directions. The position is responsible for the delivery of informative, engaging and relevant communications and events to promote Unison's work in collaboration with internal and external stakeholders. Responsibilities also include management of a part-time Communications Officer.

Key Accountabilities

Strategy Development

- Develop and implement a comprehensive and contemporary Communications Strategy for Unison, ensuring it aligns with Unison's strategic directions and is reviewed as required
- Develop and implement a comprehensive and contemporary Marketing Strategy, ensuring it aligns with Unison's strategic directions and supports the strategic objectives of Unison Property Corporation
- Manage the Communications and Marketing budget

Marketing, Events and Fundraising

- Ensure the Unison brand is appropriately applied and provide guidance, advice and lift capability and awareness of Unison staff in relation to the Unison brand
- Liaise with graphic designers and suppliers in the production of Unison marketing materials
- Manage Unison's social media profile
- Take a lead role in the organisation of key forums and events
- Support fundraising submissions with key partners e.g. Make Room with City of Melbourne

Relationship Management

- Ensure productive and sustainable engagement with key internal and external stakeholders to support communications and marketing activities
- Support and promote the Unison Housing Research Lab partnership with RMIT
- Represent Unison’s communication and marketing activities at internal and external forums, with key peak bodies and other relevant committees

People Management

- Lead, motivate and manage an engaged, capable and productive team to achieve positive outcomes for renters.
- Model, promote and maintain a positive, respectful and enthusiastic work environment aligned to Unison Values and Code of Conduct.
- Maintain high standards of professional practice within the team through the provision of support, guidance and coaching. Ensure constructive feedback is provided through regular supervision and performance reviews.
- Ensure team members receive mentoring and guidance and have access to opportunities to support their professional growth and development.
- Where required, undertake performance management and succession planning.

Personal Accountability

- Champion a culture that is respectful, non-judgemental and inclusive in line with Unison’s Values, Code of Conduct, Policies and Procedures.
- Actively participate in activities and initiatives to promote and sustain a positive and collaborative workplace with colleagues and stakeholders.
- Participate in team meetings, Unison staff meetings and other meetings and forums as required.
- Participate in regular performance review and planning.
- Ensure regular reports relevant to the position are accurate and provided within specified formats and timelines.
- Comply with all legislation, regulations, standards and Unison policies and procedures relevant to the position.
- Other duties as directed by Unison.

Key Selection Criteria

Qualifications and experience	<ul style="list-style-type: none"> • Tertiary qualifications, in marketing, communications, public relations or related discipline • Previous experience in leading a communications, marketing, media and community engagement function • Previous experience in a Community Services setting is highly desirable
Personal qualities	<ul style="list-style-type: none"> • Ability to show initiative, be a self-starter and work autonomously • A high level of energy and enthusiasm and a positive and solution oriented mindset • Demonstrated success in developing and maintaining productive and

	<p>sustainable stakeholder engagement</p> <ul style="list-style-type: none"> • Demonstrated success in critical thinking and creative problem solving • Highly organised the strong attention to detail, reliable, able to work under pressure and successfully manage competing deadlines to achieve business outcomes
Knowledge and skills	<ul style="list-style-type: none"> • Demonstrated success in development and implementation of communications, marketing and community engagement strategies • Exceptional verbal and written communication, copywriting, editing and content creation skills • Demonstrated ability to manage events and campaigns to a high standard within budget and timelines • Advanced computer skills in all Microsoft programs and readily embrace and implement new technology as required
Workplace Health and Safety	<ul style="list-style-type: none"> • Comply with Unison’s OHS policy and procedures and applicable legislation and promote a positive safety culture. • All employees must take reasonable care for the health and safety of themselves and others affected by their actions at work. • Regularly inspect your work environment and report any incidents, hazards or near misses that can cause harm or represent a threat to public safety to the relevant Manager or Supervisor. • Actively participate in hazard identification and elimination where practical.
Other requirements	<ul style="list-style-type: none"> • A current valid Driver’s Licence is preferred • This role is subject to a satisfactory National Police History check and Working with Children Check. • Applicants who have lived overseas for 12 months or longer during the past ten years must provide the results of an International Police Check. • All employees are required to provide evidence of 2 COVID-19 vaccinations

Organisational Relationships

Accountable to	Director Corporate Services
Supervises (Day to Day Operations)	Communications officer
Internal relationships	<ul style="list-style-type: none"> • Executive team • Managers and Team leaders • All employees
External relationships	<ul style="list-style-type: none"> • Peak bodies • Federal, State and Local Government stakeholders • Designers, Printers

Physical Inherent Requirements

Office duties	<ul style="list-style-type: none"> • Sitting at a workstation using a computer or sitting for up to two hours at a time with breaks. • General office-based work includes handling files and various paperwork and attending to phone calls and stakeholder enquiries.
Driving	<ul style="list-style-type: none"> • Required to drive private or Unison owned vehicles.
Work environment	<ul style="list-style-type: none"> • May be required to work from different sites, including offsite facilities. • Exposure to varied weather conditions.
Lifting and carrying	<ul style="list-style-type: none"> • Infrequent lifting and carrying of items up to 5kgs.
Bending and reaching	<ul style="list-style-type: none"> • Required to occasionally bend and reach.

Position Description Review

Date Position Description Adopted:	April 2022
Position Description Review Date:	April 2024