

## Position Description

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<b>Position Title:</b>	Strategic Communications Manager
<b>Team:</b>	People Team
<b>Employment Status:</b>	Full-time, ongoing
<b>Reporting to:</b>	Director People

### About Unison

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Unison is a not-for-profit organisation that works to reduce disadvantage and social exclusion by creating communities that thrive. We improve housing outcomes by leveraging our culture, partnerships, experience and our approach to innovation to create secure, sustainable homes and facilitate support and choice for people to positively engage in their community.

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.

### Position overview

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Unison's People Team acts as a trusted partner across all departments and locations to deliver a strategic voice, brand, people experience and programs.

The Strategic Communications Manager leads Unison's communications and stakeholder engagement across Unison's government partners, renters, the community and our workforce. It ensures communications are aligned to our organisational strategy, supports growth and reflects our organisation's values, renter engagement and social impact. This role acts as a trusted advisor to the Executive and Management Teams on framing messaging, and risks and opportunities.

### Position responsibilities

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- Develop and lead Unison's communications and engagement strategy to strengthen Unison's reputation, influence and impact amongst our internal and external stakeholders
- Provide communications expertise and advice to Unison's operational teams to craft renter-facing accessible, plain English and inclusive messaging
- Review internal and external communications impact and engagement across Unison's digital platforms and tailor communications approaches and content accordingly
- Lead communications and stakeholder engagement planning for initiatives such as property development milestone events, and change and advocacy campaigns
- Project manage scheduled reporting and delivery of publications such as Unison's annual report, newsletters and donor acquittal reports
- Build trusted relationships with key internal and external stakeholders through briefing materials, talking points, engagement plans, presentation materials and executive messaging

- Create proactive, positive and collaborative working relationships across Unison's teams and work sites, to ensure communications content is meeting organisational and operational needs
- Oversee media relations by monitoring external channels, leading crisis planning and response and responding to media opportunities
- Promote and model Unison's values and Code of Conduct in all interactions with colleagues, renters, clients and the broader community
- Be flexible and undertake any other duties as reasonably directed

## Key selection criteria

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- Experience in strategic communications and stakeholder engagement ideally within a community services, community housing or government environment
- Ability to strategically plan and align communications content, brand and opportunities to organisational goals
- Strong understanding of stakeholder engagement across multi-partner projects such as philanthropic donors, government funders and commercial project teams
- Excellent written and verbal communication skills at professional level, including tailoring messaging and strategic approach to audience
- Project management mindset with the ability to plan, prioritise, scale resources and problem solve against deadlines
- A collaborative, calm, credible and positive approach
- Values-driven and committed to social impact

## Safety and wellbeing

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Staff may be required to interact with Unison's tenants and members of the public across Unison's locations in emotionally heightened situations, and therefore need to represent Unison professionally and calmly, and apply safe work practices outlined in Unison's safety and wellbeing policies and procedures.

Smoking, vaping, e-cigarettes, alcohol or illicit drugs are not permitted to be consumed on any of Unison's premises by staff.

## Employment conditions

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All staff must be able to perform their duties in varying conditions and locations across Unison's sites.

Unison is committed to protecting children and vulnerable people who have contact with our service. It's an inherent requirement of employment for all staff to have a current Working With Children Check and relevant, clear Police Check.

## Equal employment opportunity

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Unison is committed to creating a safe, inclusive and supportive workplace that reflects the community we serve. People who may be Aboriginal and/or Torres Strait Islander, are culturally, linguistically, LGBTIQ+, age, gender or ability diverse, or have a disability, are encouraged to apply for positions at Unison as part of our Reconciliation Action Plan and Diversity and Inclusion Strategy.