

## Position Description

### OVERVIEW

Title	Communications Consultant
Department	Shared Services
Reports To	Marketing & Communications Lead
Location	Doncaster East
Date Prepared	November 2023
Award and Classification	0.4 FTE

### PURPOSE

The position is responsible for taking a leading role in developing and implementing a Communications strategy underpinning Onemda's strategic vision through:

- Contributing to the development of a communication policy framework and procedures incorporating Public Relations, social media, and communication channels such as correspondence, brochures, client portal, website etc
- Undertaking key tasks including the creation, managing, maintaining and updating of content to a range of audiences across multiple channels
- Providing advice and support in increasing Onemda's profile and communication of its value proposition to audiences such as referral sources, research partners, providers and internal stakeholders

Key Internal Stakeholders	Client Services – Managers and Campus Co-ordinators Support Co-ordination – Manager and team Shared Services – IT, Finance, and Marketing, Administration team
Key External Stakeholders	Onemda Community – Participants, Families and Carers Plan Managers, Plan Nominees & Support Co-ordinators NDIS and Financial intermediaries

### QUALIFICATIONS AND REGISTRATIONS

- Formal qualification in Marketing, Communications or Journalism
- Current Drivers Licence (desirable)

## KNOWLEDGE AND EXPERIENCE

- At least 8+ years' experience in a communications or similar role
- Background in development and implementation of communication strategy supporting a marketing or sales function
- Significant experience in writing communication materials tailored to various target audiences
- Strong understanding of marketing principles and stakeholder communication, and their application
- Experience in project management including tools and skills to deliver projects on time and in budget
- Understanding and experience in the use of digital communication channels
- Experience using web content management systems, eg WordPress, Joomla or custom CMS to update a website (desirable)
- Experience in not-for-profit, disability, aged care, education or health services sectors (desirable)
- Experience in planning and executing events and fundraising initiatives (desirable)

## CORE SKILLS

- Very strong writing and editing skills enabling the translation of complex information into clear written communications for the intended target audience
- Creative and clear thinking with the ability to develop ideas to effectively communicate key business messages in alignment to Onemda's growth and marketing strategy
- High level relationship management, influencing and communication skills to support working with internal and external stakeholders
- High level IT literacy in the use of current digital and online technologies together with a sense of curiosity and willingness to explore new technologies and assess for use and implementation
- Ability to lead, manage and actively participate in projects

## MUTUAL COMMITMENTS

**Equal Opportunity.** Onemda is committed to being an equal opportunity employer, aiming to provide every employee with fair access to all workplace opportunities and benefits. In return, employees will treat each other fairly, without discrimination.

**Diversity.** Onemda welcomes and embraces diversity through providing safe, positive, and nurturing environment which celebrates the rich dimensions and contributions of diversity contained within each individual.

**Safety Screening.** An offer of employment cannot be confirmed until the safety screening requirements have been conducted, assessed and clearance has been given.

The safety screening process incorporates the completion of the following:

- Criminal history check ([crimcheck.org.au](http://crimcheck.org.au))
- Reference check (including, but not limited to, disciplinary action disclosure, confirmation of qualifications and training and an understanding of appropriate behaviors)
- Disability Worker Exclusion Scheme (DWES) check

**Safeguards:** Vulnerable people have the right to be and feel safe. Onemda has zero tolerance for any form of abuse.

KEY PERFORMANCE AREA	ACTIVITIES AND RESPONSIBILITIES
Communications Strategy	<ul style="list-style-type: none"> <li>Development of a communications strategy and language guide in alignment with Onemda's brand, organisational objectives and marketing strategy</li> </ul>
Communications Channels	<ul style="list-style-type: none"> <li>Take a leading role in the development, utilisation, and maintenance of communication channels</li> <li>Oversee the utilisation of digital communication including website, email, social media, surveys and any other relevant channels</li> <li>Exploration, assessment and implementation of new communication tools and channels to enhance communication effectiveness</li> </ul>
Communications Development	<ul style="list-style-type: none"> <li>Develop and implement Communications Schedule in alignment with Communications Strategy</li> <li>Collaborate with key internal stakeholders to distil desired content into key messages for specific target audiences</li> <li>Develop communication material required to support Onemda's communication needs</li> <li>Oversee and contribute to the production of the Annual Report, newsletter, bulletins etc in conjunction with Finance and Executive Team</li> </ul>
PR and Events	<ul style="list-style-type: none"> <li>Aid in the development of a Public Relations approach to assist in building Onemda's profile and awareness</li> <li>Develop and manage calendar of events in collaboration with relevant internal and external stakeholders</li> </ul>
Leadership and Subject Matter Expertise	<ul style="list-style-type: none"> <li>Provide leadership in the delivery of the Communications function initiatives and responsibilities</li> <li>Provide expert advice and guidance to the organisation in the development and implementation of Onemdas communication strategy</li> </ul>
Culture	<ul style="list-style-type: none"> <li>Consistently live and demonstrate the Onemda Values – leadership, development, respect, welcoming, caring and supportive.</li> <li>Ensure Onemda's service provision is in accordance with the principles of social justice and with respect for the dignity and human rights of all persons.</li> <li>Safeguard the positive culture of Onemda and identify and address any risks to the good reputation, caring culture and ethical standing of the organisation.</li> <li>Adhere to the principles of The Victorian Charter of Human Rights 2006</li> </ul>
Workplace Health and Safety	<ul style="list-style-type: none"> <li>Work in a safe manner and adhere to safety instructions as outlined in Onemda's Policy and Procedure Manual and Emergency Management Plan.</li> <li>Participate in regular safety checks, including fire drills, and contribute to the evaluation and review of such procedures.</li> <li>Remain competent, physically able and informed in safe manual handling procedures.</li> <li>Use program areas, vehicles, and equipment and program materials in a responsible and careful manner. An employee must not intentionally or recklessly interfere with, or abuse anything provided at the workplace</li> </ul>
Other Activities	Other activities and projects as reasonably directed.



I, \_\_\_\_\_ hereby acknowledge that I have received a copy of the Position Description relevant to my position within the Onemda Association.

I understand my role within Onemda and the responsibilities and accountabilities relevant to my position and acknowledge that my direct line manager will undertake Performance Supervision as deemed necessary and provide me with regular feedback.

Signed by Staff Member: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_