



# **Communications & Marketing Manager**

**Part-time: 4 days per week**

**Temporary 12 Month Contract**

**Closing Date: Thursday, 21 October 2021**

## Thank you

For your interest in the position of Communications & Marketing Manager with CHC. This selection pack will provide you with all the information you will need to complete your application by the **21 October 2021** deadline.

## What Will I Be Doing?

CHC is seeking a highly motivated and organised person to support the organisations strategic objectives through developing and implementing marketing and communications initiatives. This will involve planning, implementing, and evaluating the communications imperatives and initiatives in line with the CHC Strategic Plan, including the ongoing development and maintenance of the CHC website.

## Who Are We?

CHC is the largest independent not-for-profit community housing provider in the ACT. CHC is a member of the Real Estate Institute (ACT) and has over twenty years' experience in providing quality affordable housing, having self-funded a direct rental subsidy of over \$31 million since inception, including \$3.1 million in the last financial year. CHC has a development pipeline of over 200 properties and provides a home today to 1300 Canberrans in 466 homes owned and rented at below market rates. We deliver homes for the community in various locations across Canberra and are continuously seeking to grow our impact through increasing our volume of affordable rental properties under management.

## Our Vision

Our vision is "safe and secure homes in strong communities" and our mission is to "provide affordable homes, principally for rent, to individuals and families."

## CHC Offering

As the Communications & Marketing Manager (CHC 3) you will be covered by the [CHC Enterprise Agreement 2017 – 2021](#) and entitled to an initial salary of \$58,113.00 (\$71,642.00 pro rated) plus 10% Superannuation per annum.

CHC offers a family-friendly workplace dedicated to social awareness and responsibility. Ongoing training where individuals are encouraged to better themselves, their workplace and their community. The following benefits are available to all CHC employees:

- Free parking
- Salary Packaging available to staff based on our Public Benevolent Institution (PBI) status, providing additional reduction in tax payable.
- Health & Wellbeing Program

**Please note:** All positions within CHC are subject to probity checks that could include a Police Records Check and/or a Working with Vulnerable People and Working with Children check. You will also be required to undergo and pass a fitness for duty assessment with CHC's registered medical practitioner.

*It is also a requirement that all CHC staff hold a current Driver's licence.*

## How Do I Apply?

If you think this is the opportunity for you, please submit your application by completing the application cover sheet found in this pack, providing a statement of claims, not exceeding 1000 words and a copy of your resume. The information you provide will assist us to determine whether your skills, knowledge and experience are the right fit for the position, so be accurate, succinct and show a clear connection with the competencies for this role. There is no requirement to address each competency separately.

Completed applications should be forwarded to [careers@chcaustralia.com.au](mailto:careers@chcaustralia.com.au). If you have any questions regarding the selection process please contact Fiona Dearden on 02 6183 4383 or via email at [careers@chcaustralia.com.au](mailto:careers@chcaustralia.com.au). Further information regarding the specifics of the role can be obtained by contacting Megan Ward, General Manager Operations on 02 6248 7716 or via email at [claire@chcaustralia.com.au](mailto:claire@chcaustralia.com.au).

**Applications Close: 5.00pm, Thursday, 21 October 2021**

# Application Cover Sheet

(Processing Form ORIC)

<b>Position Applied for: Communications &amp; Marketing Manager (Part time 4 days pw)</b>	
<b>Classification: CHC3</b>	<b>Salary: \$58,113.00 pa (\$71,642 pro rated) + Superannuation</b>

## Applicant Details:

Given name:	Family name:
-------------	--------------

Street address:
-----------------

Postal address:
-----------------

Home Ph:	Work Ph:	Mobile Ph:
----------	----------	------------

E-mail:
---------

Do you have a disability that may require reasonable adjustments to our process should you be successful in progressing to interview?	<b>YES / NO</b> If yes please we will talk to you prior to interview to arrange.
---	---

Are you an Australian citizen <i>or</i> have the status of permanent resident in Australia?	
---	--

<b>Referee 1:</b>  Name: Title: Relationship to Applicant:  Contact Details: Mobile: Work: Email:  Length of Working Relationship::	<b>Referee 2:</b>  Name: Title: Relationship to Applicant:  Contact Details: Mobile: Work: Email:  Length of Working Relationship:
--	---

<b>Where did you hear about the role? (SEEK, Ethicaljobs, a friend etc)</b>
---

# POSITION DESCRIPTION

## Communications and Marketing Manager– CHC 3

<b>Position Status</b>	<b>Part-Time, 30.4 hours</b>	<b>Reports to / Business Unit</b>	<b>General Manager, Operations</b>
<b>Subordinates</b>	<b>Nil</b>		

### Duties:

#### As the Communications & Marketing Manager your duties will include , but are not limited to:

1. Plan, produce and manage CHC publications including but not limited to, quarterly newsletters, flyers, mail-outs, sales collateral, information on tenant events and other ad hoc publications.
2. Working with the CEO in the promotion of CHC throughout the broader community in line with CHC Strategic Plan, monitor and review success.
3. Manage CHC's digital presence including assisting with the ongoing design and maintenance of the website. This includes managing content and reviewing statistical performance and providing feedback to management.
4. Plan and execute social media strategies. Keep social media audience up to date and engaged. Grow the audience.
5. Leverage technology developments to improve the tenant experience when interacting with CHC through electronic media.
6. Coordinate and project manage the CHC Annual Report. Create content in consultation with the CEO, senior staff and Board.
7. Work with the General Manager Operations on specific projects that improve the education of our clients
8. Work with Business Development Manager - HomeGround to implement operational plan and grow sector visibility of the HomeGround Real Estate model.
9. Organise and execute events in liaison with General Manager's in functional areas.
10. Undertaking other duties as directed.

### Competencies:

#### Aptitude/Experience:

- Relevant experience and/or tertiary qualifications in the field of communications, advertising or marketing communications.
- Ability to provide support in the implementation of projects and programs directly related to CHC's Communications and Marketing Strategy.
- Demonstrated ability to manage CHC's digital presence including assisting with the ongoing design and maintenance of the website
- Understanding of or a willingness to be trained in Adobe Creative Suite.
- Knowledge of the application of Wordpress.
- Hold a current Driver's Licence. (Essential)

#### Working Relationships:

- Proven ability to establish and maintain strong working relationships with staff at all levels of the organisation.
- Proven ability to apply an empathetic approach to interactions with tenants and understand the subtleties that distinguish our organisation.
- Contribute to the development and maintenance of a strong and productive team culture.
- Ability to provide outstanding customer service

**Communication:**

- Well-developed written and oral communication skills.
- Demonstrated ability to communicate with external parties, community members and at all levels within CHC.
- An understanding of and ability to work with culturally diverse customers.

**Organisational Skills:**

- Demonstrated ability to monitor and prioritise own work.
- Demonstrated attention to detail and ability to meet deadlines.
- Contribute to ensuring team completes allocated tasks accurately and in a timely manner.
- Consistently meet expectations of and undertakings to stakeholders.

**Values & Behaviours:**

- Ability to consistently model behaviours and conduct that reflect CHC's Code of Conduct, Values and Behaviours.

Approved by CEO

Date: