

Communications Coordinator

Position Description

About the role

The Communications Coordinator reports to the Marketing and Business Development Lead and is a member of the Housing Hub Marketing and Business Development Team. The Communications Coordinator is responsible for external communications delivered across all Housing Hub platforms including social media, email and the website. This includes the management of social media platforms as well as the development and proofing of content including social media posts, stories/articles, website content and ad copy across Housing Hub advertising channels. The Communications Coordinator will utilise their understanding of mass market communication strategies to strategically deliver content that is both relevant and impactful. The Communications Coordinator, as supported by the Marketing and Business Development Lead, will liaise with sector media outlets and journalists to amplify the services and initiatives of the Housing Hub.

About Housing Hub

The Housing Hub was created in 2017 with a goal to support people with disability to find suitable and quality housing, and to support the efficient operation of the disability housing market. The Housing Hub was created as an initiative of the Summer Foundation and now operates under a social enterprise model.

Thousands of properties across Australia are currently listed on the Housing Hub website, making it easier for housing seekers to find the right home. Finding the right home can be a long and complicated process, so we have created an online community where housing seekers and housing providers work together to develop a market where people with disability enjoy choice and control.

The Housing Hub consists of several teams who support the Housing Hub website, assist NDIS participants to achieve great home and living outcomes, provide training and capacity building for people with disability and stakeholders working within the NDIS, develop resources and videos, and provide information and market data. We are passionate about supporting people with disability to live a life of dignity in the way they choose.

About the team

The Marketing and Business Development Team is responsible for:

- Marketing of all products and services of the Housing Hub, ensuring that activities deliver tangible results that convert to revenue and support the organisation's growth objectives
- Defining, growing and protecting the Housing Hub brand
- Raising the profile of the Housing Hub in the community through proactive media engagement, development of speaking opportunities and awards
- Communications issued to NDIS participants (seekers), their supporters and housing providers
- Community and business development activities to generate interest and demand for all Housing Hub products and services

- Website content management including supporting the development of resources for seekers, their supporters and housing providers

Our workplace

We have teams working all across Australia, however our head office is located in Box Hill, Victoria.

Click [here](#) to meet some of our teams. We are dedicated to providing a supportive, rewarding and collaborative work environment that enables us to deliver high quality services and positive outcomes.

If you're looking for a career where you can be a part of social change, work collaboratively with passionate people, and have real opportunities for professional development, we encourage you to join us.

Housing Hub has flexible, inclusive and supportive work practices. We encourage and welcome people with lived experience of disability to apply.

Role details

Position	Communications Coordinator
Team	Housing Hub Sustainability
Direct reports	None
Reports to	Marketing and Business Development Lead
Status	Ongoing, Full time (0.9 FTE could be considered)
Award Classification	Level 3. \$74,685 to \$80,086 + superannuation for 1.0 FTE (part time will be prorated). Award range for level 3 is \$71,129 to \$76,272 + superannuation for 1.0FTE. Housing Hub is a Public Benevolent Institution which attracts salary packaging benefits
Location	Melbourne, Brisbane, Sydney or Adelaide
Last updated	December 2023

Key responsibilities

Social Media

- Develop and maintain the social media content calendar (Facebook, LinkedIn), including paid posts as appropriate
- Incorporate feedback from internal and external stakeholders into our publishing schedule to improve performance in key areas including reach, engagement, conversion and advocacy
- Monitor social media metrics to ensure the Housing Hub is maximising the potential of its social media presence (both organic and paid)
- Drive participation from the community to increase awareness about the Housing Hub
- Respond appropriately to audience comments and direct messages on Housing Hub posts

- Engage appropriately in closed Facebook groups that are relevant to the Housing Hub's work
- Work with the Marketing & Business Development Lead and digital agency to continually refine our social media content plan
- Draft ad copy for ads on META & Google in collaboration with the Digital Strategy Coordinator and Marketing & Business Development Lead
- Develop and repurpose relevant, engaging content that can be used across platforms by collaborating with content contributors across teams within the organisation
- Identify content from the Housing Hub team members with lived experience, project partners and other trusted industry sources for sharing via the Housing Hub's social media channels and emails
- Work with the Digital Marketing Design Coordinator to develop visual content required for posts
- Work with the Marketing & Business Development Lead to develop new and engaging video content (including short form content) for sharing across Housing Hub social media and email platforms
- Work with the Marketing & Business Development Lead to explore and develop ideas for novel ways to increase our social media engagement – such as use of Instagram Reels & TikTok

Email updates to subscribers (eDMs)

- Manage the eDM publishing schedule and ensure that content is developed in a timely manner by collaborating with content contributors across the organisation
- Write content for eDMs in line with the Housing Hub's eDM strategy and that considers the different audiences we communicate with including the use of Plain English as required
- Ensure that eDMs are appropriately reviewed prior to distribution
- Coordinate with the wider Marketing & Business Development team to ensure that the eDMs are published in line with the existing schedule

Website content and engagement

- Develop and manage content for the Housing Hub website in collaboration with Housing Hub teams
- Review existing pages and resources on the Housing Hub in line with feedback from internal and external stakeholders and draft updates
Develop content for the website ensuring brand, SEO and accessibility guidelines are followed
- Ensure that content posted is developed in consultation with the Marketing & Business Development Lead for a consistent voice, look and feel throughout the website

Writing, editing and proofing

- Draft content as required for the Housing Hub team, including media releases, external newsletters and articles, reports and the team's regular internal newsletter
- Edit draft publications to make sure they are well structured, use appropriate language, are free of errors and conform to the Housing Hub's established style
- Manage a calendar of award applications for the Housing Hub, identifying existing and new opportunities for awards and writing award applications for submission
- Supported by the Digital Strategy Coordinator, write website content that considers SEO principles to drive further organic engagement with the Housing Hub website
- Support the roll out of a brand refresh that aligns with our new brand narrative, tone of voice and key messages

General

- Other duties as requested by Manager
- Attendance at engagement events and expos as required with prior notice
- Remain flexible to role changes according to relevant skills and experience, changing work environments, work priorities, and organisational needs
- Employment subject to COVID19 Vaccination and National Criminal History check or NDIS Workers Screening Check

Qualifications, skills & experience

Qualifications

- Tertiary qualification in Social Media, Marketing, Communications, Journalism, Public Writing or a related discipline

Experience

- Experience working within a fast paced, results-focused Engagement team
- High level of attention to detail and excellent verbal and written communication skills
- Demonstrated track record of maintaining and growing a successful social media presence, including scheduling posts, tracking engagement and adapting to maximise impact (please give examples in your application with data that points to your successful track record)
- Experience writing for different audiences and communications channels
- Experience editing the work of others to improve clarity and accuracy
- Experience establishing a new social media channel for an organisation will be highly regarded
- Experience in using a content management system (CMS) to update and create website content e.g. Contentful, Wordpress, Squarespace.
- Experience creating or working with visual content for social media will also be highly regarded
- Experience working for a for-purpose organisation and/or working within the disability sector are desirable but not essential
- Experience liaising with sector media outlets and journalists

Skills

- Advanced knowledge of Hootsuite or another social media scheduling tool
- Good working knowledge of understanding social media analytics and applying these to improve performance
- Advanced knowledge of Microsoft Office Suite and Google Drive
- Good working knowledge of a website content management system
- A working knowledge of html and CSS would be an advantage
- Excellent verbal, written and presentation skills
- Organised and able to meet deadlines
- Adaptable to changing environments
- Great passion for working with people with disability and championing their voice
- Sound understanding of the basic principles of SEO

Core capabilities

- Decision Making
- Problem Solving
- Adaptability
- Planning and Organising
- Communication
- Project Management

Housing Hub principles

The Housing Hub's principles include:

People with disability are at the centre of everything we do.

We seek social change by leading in our sector to build sustainable and innovative products that facilitate people with disability choosing where, how and who to live with.

We build the confidence of the sectors we operate in through collaboration, capacity building and housing solutions. We constantly reinvent best practice.

Our work is aligned to our evidence base and approach.

Our team has courage, fails fast and approaches problems with curiosity to achieve our vision.

Policies

All employees must comply with the Housing Hub policies as communicated to them. These policies form part of the contract of employment with Housing Hub and therefore must be read and understood by employees to ensure they are aware of their responsibilities as an employee of Housing Hub.

Agreement and acceptance

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Employee Signature

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Print name

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Date

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Manager Signature

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Print name

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Date