

Position Description

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| Position Title | <i>Content Producer & Digital Manager</i> |
| Department: | <i>Strategy & Communications</i> |
| Reports to: | General Manager, Strategic Communications |

Purpose of the Position

To provide specialist expertise within the Communications Function and more broadly across Housing Choices Australia as appropriate.

Reporting to the General Manager, Strategic Communications, the Content Producer & Digital Manager is responsible for planning, leading, and creating all digital content for Housing Choices Australia (HCA).

The Content Producer & Digital Manager will be required to design and develop digital strategies that elevate the organisation's online presence and build the profile of HCA as one of Australia's leading community housing providers.

With operations across Australia, this position works closely with the staff from across the organisation particularly the Communications team and our Community Development teams throughout Australia to ideate and produce content that showcases the organisation's stories, projects and people, and drives community engagement and public advocacy.

Cultural Alignment

Personal alignment with Housing Choices Australia's values is an important part of working with us.

- **We put people first**
- **We work together**
- **We trust and are trusted**
- **We learn and adapt**
- **We strive to be better**

Specific Responsibilities

- Actively contribute to creating a high performing and collaborative team
- Lead the implementation of a strategic approach in line with HCA mission, business strategy and growth.
- Develop solutions and deliver outcomes that reflect HCA's values, priorities, policies
- Contribute to the development and implementation of a best practice Communications Team
- Develop effective internal relationships and collaborations to progress HCA's strategic agenda and outcomes.
- Lead the coordination, design, development and maintenance of the HCA website and all online digital content (including photography and video) to ensure an elevated online presence in the community housing sector.
- Create exceptional, engaging content across all digital channels that maintains and builds engagement with relevant stakeholders.
- Work as part of HCA's Strategic Communications team to develop a consistent, clear and engaging voice for the organisation.

- Develop storytelling narratives that showcase HCA's residents, projects and people across all platforms, including print media.
- Work with Operations and Project Management to deliver well-designed, engaging, digitally enhanced tender proposals
- Work collaboratively with the Communications Co-ordinators and other stakeholders in each state to determine content requirements and establish processes to achieve positive engagement with resident communities.
- Provide internal stakeholders with digital marketing expertise to achieve the goals/objectives of the organisation's Strategic Communications Strategy.
- Measure the effectiveness of all digital initiatives, and provide strategic recommendations to increase innovation and effectiveness
- Build and foster relationships with internal and external stakeholders to provide recommendations on best practice website development, internal processes and other digital solutions which may increase visibility and purpose.
- Develop and support new initiatives; support quality and continuous improvement in own work, communications team and organisational goals.
- Optimise website performance by identifying opportunities to improve user experience and increase website engagement
- Analyse digital metrics; prepare management and communication reports,.

You are part of something bigger

We are a diverse, dedicated and collaborative group of people who are strongly committed to making a difference in the community. You will play an integral role in helping us achieve our mission and vision. We provide an inclusive, genuinely positive and connected workplace and everyone working at Housing Choices Australia is expected to:

- Live our values everyday
- Work collaboratively to identify opportunities to deliver improved resident outcomes
- Always provide courteous and professional service
- Contribute ideas, energy and effort into achieving our strategic aspirations
- Establish and maintain excellent working relationships across our organisation
- Participate in ongoing learning opportunities including professional guidance, peer learning, formal learning, digital learning, knowledge sharing and feedback on performance
- Comply with all organisational policies and procedures, legislation and agreements, including gender equality and respect and occupational health and safety
Contribute to the development and review of policies and procedures relevant to the role
- Comply with reasonable reporting and accountability requirements of the organisation and all mandatory reporting obligations to third parties and independent bodies, including but not limited to child abuse reporting and public officer reporting under the Independent Commissioner Against Corruption (ICAC) Act 2012.

Key Relationships

- **Internal** – General Manager -Strategic Communications, Internal Communications Manager, National Communications Co-ordinators, Executive General Managers – Corporate, Commercial, People & Culture.
- **External** - Media, Government, Commercial stakeholders, Community Housing Industry, Allied Community Organisations.

Selection Attributes

Knowledge and Qualifications

- Demonstrated interest in social justice and the not-for-profit sector
- Tertiary qualification with a minimum of 5 years relevant work experience in content creation including videography, photography and editing; website design and development; social media marketing and analytics.
- Capacity to support change and innovation and deliver creative and leading practice solutions

Experience

- Proven experience and successful track record in a comparable role or discipline(s) in the public/community, private housing sector or transferable sector
- Proven ability to create and edit high-level, compelling digital content that captures hearts, engages audiences and builds online communities
- Knowledge and experience in developing, implementing and optimising multi-channel digital marketing campaigns
- Strong understanding of audience segmentation and targeting approaches
- Experience coordinating multiple contributors throughout an organisation to maintain digital communications whilst ensuring consistency of approach, voice and tone
- Knowledge and experience in digital analytics, with an understanding how to analyse key digital metrics to improve engagement
- Experience in preparing management and digital communication reports
- Proven experience in Adobe Creative Suite
- Demonstrated experience in website development, content mapping and management.
- Experience in CRM, SEO
- Strong interpersonal skills with an ability to build and maintain effective relationships with key stakeholders both internal and external
- Experience in managing sensitive stakeholder relationships

Skills

- Highly developed written and oral communication skills
- Strong interpersonal skills.
- Well-developed conceptual, analytical and problem-solving skills
- Ability to manage conflicting priorities and high work volumes without affecting quality of service delivery.
- An ability to work autonomously as well as engage and collaborate with a variety of people at multiple organisational levels - executives, residents, coordinators at State level

Other Requirements

- Willingness to undertake all relevant screening and employment checks as applicable for the position and/or as required by HCA
- Sensitivity to and understanding of issues affecting socially disadvantaged groups including people enduring housing stress, people with disability and people from a non-English speaking background
- Current driver's license and willingness to travel across HCA sites and interstate as required.

I acknowledge that this position description outlines the core role requirements and workplace expectations. I understand its intention is to support a focus on key outputs and that flexibility is required in a dynamic, complex and changing environment.

Job Holder _____

Date _____