

Position Description

Position Title	<i>Media Assistant</i>
Department:	<i>Strategy and Communications</i>
Reports to:	General Manager, Strategic Communications

Purpose of the Position

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

Reporting to the General Manager, Strategic Communications the Media Assistant will work closely with the Communications Team to create and maintain external and internal communications.

The Media Assistant will also develop and coordinate media releases, draft website content and social media posts; monitor media and current affairs; assist with marketing collateral, event management, preparation executive presentations, Board papers and business pitches. In addition, the Media Assistant will provide administrative and business operations support to the Communications Team.

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
- Develop solutions and deliver outcomes that reflect HCA's values, priorities, policies
- Contribute to the development and implementation of best practice Communications Team
- Develop effective internal relationships and collaborations to progress HCA's strategic agenda and outcomes for residents
- Monitor and draft media releases and assist with distribution of materials including press releases, website content, e-news, social media posts, and other marketing material.
- Monitor media and current affairs; build media databases; liaise with media outlets
- Assist the General Manager, Strategic Communication in preparing executive reports, presentations and business pitches
- Proofing, styling & formatting documents before circulation
- Assist with events and the creation of event materials
- Develop and maintain accurate filing and record keeping systems
- Provide support to the General Manager Strategic Communication including diary management, booking travel, venues and organising meetings
- Initial point of contact for the communications team
- Develop and maintain all stakeholder and media databases.
- Provide administrative and business operations support to the Communications team including meeting agendas, minute taking and supporting documentation

- Establish and maintain key stakeholder relationships both internal and external including HCA State-based Communications and Community Development Teams, Government and commercial stakeholders
- Establish and maintain relationships with the media, including developing a network of relevant contacts across key media outlets
- Support social media content and activities
- Undertake ad hoc projects / duties as required to support the Communications Team
- Initiate better ways of working and procedures that enhance connectivity

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** - Peers with the Strategic Communications team including General Manager – Strategic Communications, Internal Communications Manager, Communication Specialists and other State-based Communication Officers.
- Colleagues and close partnership with organisational divisions: People and Culture, Commercial and Operations.
- **External** - Media, Government and commercial stakeholders, Community Housing industry bodies, State and Federal Government media departments and allied community organisations.

Selection Attributes

Knowledge and Qualifications

- Demonstrated interest in social justice and the NFP sector
- Relevant diploma or tertiary qualification in communications, media, public relations or journalism is highly desirable
- Capacity to support change and innovation and deliver creative and leading practice solutions
- Excellent concise, plain English and clear writing skills

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 experience in providing high level executive support services to Senior Executives.
- Experience in a Communications/PR agency or Department
- Social media (Facebook, Instagram) capability
- Event management experience will be highly regarded
- Experience preparing management and media reports highly regarded.

Skills

- Highly developed written and oral communication skills
- Strong interpersonal skills with the ability to build strong relationships and effectively communicate with staff and stakeholders at all levels.
- Well-developed conceptual, analytical and problem-solving skills
- Ability to manage conflicting priorities and high work volumes without affecting quality of service delivery.

- Excellent verbal, written, and interpersonal skills.
- Proficient in Microsoft Office, content management systems, social media platforms, design, and publishing software.
- Strong attention to detail; proofreading ability
- Familiarity with social media platforms and analysis of their performance
- Experience with databases and their implementation
- Flexible and responsive customer service skills
- Graphic design skills are an advantage
- A self-starter that has the ability to handle multiple projects simultaneously

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 _____