



Position Description

Position Title:	Media & Communications Manager
Position Type & Hours:	Part time, 22.8 hours per week (0.6 FTE). Level 6.1 SCHADS
Position Reports to:	Chief Operating Officer (COO)
Direct Reports:	One part time (0.6 FTE) - Memberships & Communications Coordinator

Organisational Context

Q Shelter is a peak body for the Queensland housing and homelessness sector (**the Sector**). Incorporated since 1993, it is primarily funded by the Department of Communities, Housing and Digital Economy, with other income streams including membership fees, ticket sales for Sector events, consulting fees and non- recurrent grants.

Q Shelter plays an important role delivering projects to assist in the implementation of the Queensland Housing Strategy 2017-27 and the Queensland Housing and Homelessness Action Plan 2021-25.

Q Shelter is a member-based incorporated association, overseen by a Management Committee.

Q Shelter focuses on:

- building Sector capacity, to deliver evidence-based solutions to housing and homelessness needs
- influencing public policy and programs, to achieve housing and homelessness solutions; and
- investing in its own resources and systems, as a base to improve its services to the Sector.

Important qualities

The successful candidate will be:

- self-motivated, with an innovative mindset
- a leader and a team player
- a good communicator, enthusiastic and comfortable engaging with a diverse group of stakeholders
- an excellent writer, preferably with contemporary experience in journalism
- a strong project manager, who has demonstrated success in delivering complex projects on time
- technology and social media savvy (preferably some experience providing input to website rebuilds)
- passionate about supporting affordable housing solutions and homelessness responses.

Approved by:	Executive Director	Date:	10 January 2022
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About the role

This role is focussed on:

- Implementing and enhancing Q Shelter's Strategic Engagement & Communications Strategy
- Implementing and enhancing Q Shelter's Membership Strategy
- Supporting the Executive Team, to enhance Q Shelter's profile and reputation, by:
 - developing high quality communications and strong relationships
 - engaging with stakeholders, including media, to promote solutions to housing and homelessness
 - influencing good public policy outcomes for the Sector.

Roles and responsibilities

Media, Communications & Marketing

- Implementing and enhancing Q Shelter's Strategic Engagement & Communications Strategy
- Manage communications including regular newsletters, social media and Q Shelter's website
- Oversee the re-design and development of Q Shelter's website <https://www.qshelter.asn.au/>
- Build strong relationships with Ministerial advisors, department stakeholders and media
- Identify and deliver on media opportunities to promote housing and homelessness solutions
- Monitor media and update management team
- Provide strategic input to external communications, including media releases, presentations & reports
- Manage Q Shelter branding and marketing materials, including templates and video development
- Lead the development of Q Shelter's Annual Report, or an alternative report e.g. an Impact Report
- Support the Sector Capacity team, in:
 - managing Q Shelter's resource hub website <https://thedeck.org.au/>
 - marketing an annual calendar of events
- Support Q Shelter staff in effective communications with stakeholders
- Primary stakeholder in the delivery of a new CRM software solution

Membership

- Oversee the implementation of Membership Strategy, by Memberships & Communications Coordinator
- Lead periodic reviews of the Membership Strategy
- Lead the implementation of a new Membership Software platform
- Build strong Sector relationships for increased Q Shelter membership and effective partnerships

Other

- Support the delivery of major Q Shelter events
- Work effectively as a team member and actively contribute to a high performing team
- Professional development, including developing knowledge of the Sector and its environment
- Participate in organisational development activities
- Other activities, as requested by Manager

Key Stakeholder Relationships

- Media and Ministerial Advisors
- The Queensland Department of Communities, Housing and Digital Economy and other funding bodies
- Q Shelter members, potential members and its Management Committee
- Housing and homelessness organisations and other Sector stakeholders in Queensland
- People with lived experience of housing need and homelessness
- Q Shelter team



Key job requirements

Qualifications

- Tertiary qualifications in Communications, Journalism or other relevant discipline desirable

Experience

- Minimum of five-years' media and communications' experience, including a minimum of three-years leading the delivery of media and communications activities essential
- Experience engaging with media and ministerial advisors highly desirable
- Strong Information Technology and digital communication skills desirable
- Experience with WordPress and website management and overseeing rebuilds desirable
- Experience in the Sector desirable, but not essential.

Role requirements

- The successful candidate will be required to travel within Queensland and interstate from time-to-time
- The successful candidate is required to undergo a criminal history check.

Selection Criteria

Communications, Media and Marketing

1. Demonstrated experience in developing organisational media and communications strategy
2. Demonstrated success in developing and leading innovative communications activities
3. Demonstrated success in media engagement
4. Demonstrated excellence in written and verbal communication

Members

5. Demonstrated success in developing and leading an innovative membership strategy

Sector

6. Understanding of housing and homelessness sector and solutions, or the ability to quickly develop

Engagement and Collaboration

7. Demonstrated success in effective engagement with diverse stakeholders and working collaboratively to achieve program and organisational goals

Leadership and Project Management

8. Demonstrated success in managing teams
9. Demonstrated success in developing and delivering on complex projects plans, to deadlines.

Diversity and inclusion

Q Shelter is committed to creating a diverse and inclusive work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, gender identity, sexual orientation, disability or age.

We strongly encourage applications from people who identify as a First Nations' Australian.

Q Shelter is currently developing an Innovate Reconciliation Action Plan to guide and strengthen our approach to inclusion of First Nations' Peoples.