



POSITION DESCRIPTION

POSITION TITLE **Communications Lead**

CLASSIFICATION **Social, Community, Home Care and Disability Services Industry Award 2010,
Social and Community Services Employee Level 6**

TEAM DESCRIPTION

The Policy, Research and Communications team has oversight of the policy, advocacy, research and communications activities and partnerships undertaken by LHA. The aims of the team are to work with legislators, policymakers, and service providers to help them understand and address the needs of LGBTIQ+ people and communities.

The team is also focused on supporting LHA members to have a stronger policy voice and to deliver LHA's peak activities. LHA seeks to work in partnership with researchers across the country in a broad range of project areas and to provide leadership to the research community on the issues of LGBTIQ+ health and wellbeing. This team also leads on development and delivery of LHA's conferences in partnership with the management team. Directed by the policy and research activities of LHA's funded programs, the team engages in LGBTIQ+ issues of significance at the national level.

ROLE OBJECTIVE

The Communications Lead is responsible for developing and delivering high quality internal and external communications in collaboration with stakeholders across LHA.

The position is responsible for high quality, innovative communication, media and marketing strategies that reflect industry best practice and LHA values. The role has a particular focus on delivering effective member-focused communications, information and education. It provides support across the organisation for quality and consistent online and print material.

All staff are required to ensure that within their role and delivery of their work, they consider and incorporate the needs of the LGBTIQ+, Aboriginal and Torres Strait Islanders, BrotherBoys and SisterGirls.

REPORTING STRUCTURE

This position reports to the Policy, Research and Communications Director.

No direct reports.

PRINCIPAL OBJECTIVES

- Oversee internal and external communications for the LHA to ensure that messaging is timely, consistent and engaging, in line with agreed strategies and protocols.
- Deliver a robust communications and media strategy to provide LHA with a strong and persuasive voice on the health and wellbeing of LGBTIQ+ people and communities.
- Management of LHA's program of media/publications (print, digital and audiovisual), providing support across the organisation to ensure quality writing, design, printing, online publication delivery and promotion.



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- Develop, implement and update robust media and communications protocols and policies to guide timely, effective and consistent messaging by LHA CEO, Board and staff.
 - Coordinate and strengthen communications components of the LHA member program to build brand awareness and member satisfaction.
 - Maintain and develop LHA's online presence through its website and social media accounts to build engagement and enhance knowledge and support for LGBTIQ+ health and wellbeing.
 - Provide communications, design and media advice and assistance as required across the broader LHA organisation, including LHA staff, Board, partners, stakeholders and members.
 - Develop and maintain an LHA design and style guide including plain and easy English, and support staff to develop online and print material that conforms to the guide. Collaborate on the development and delivery of the LHA advocacy strategies, with responsibility for communications and media components of the strategy.

AREAS OF RESPONSIBILITY

Communications program

- Develop and maintain a proactive program of media and promotional opportunities, based on days of significance, key messages, and planned LHA project, programs and events.
- Prepare relevant, high-quality design and copy across the range of LHA communications channels.

Social media

- Build a distinctive and engaging social media presence for LHA across key platforms, including Facebook, X, Instagram and LinkedIn.
- Develop a forward program of posts on LHA priorities in conjunction with regular ad hoc responsive posts on emerging and current issues.
- Build Social Media calendar, posting regularly across all agreed platforms, achieving a minimum of daily posts.

Mainstream and sector media

- Expand LHA's presence in mainstream and sectoral media through a range of mechanisms, including media releases, op. eds, articles and advertising, in line with LHA media delegations.
- Monitor current media for relevant and critical issues requiring response or opportunities to promote accurate understanding and action on LGBTIQ+ health and wellbeing.
- Coordinate internal and external stakeholders to drive timely response to media issues and effective results through media coverage.
- Collaborate with LHA's content experts to draft effective media releases, columns and paid advertising.
- Assist LHA's CEO and Chair to prepare for media interviews, including through relevant briefing material and coordination of alternative spokespersons, as delegated.



Electronic direct marketing (EDM)

- Maintain a timely program of EDMs promoting LHA's work, objectives and activities.
- Collaborate with content experts to draft, prepare and send EDMs.
- Lead preparation and completion of LHA's two monthly newsletters for members and stakeholders to maintain a consistent schedule, including planning, drafting and distribution.

Website (lgbtiqhealth.org.au)

- Maintain LHA's NationBuilder website, ensuring a distinctive online presence in line with LHA's communications priorities and branding.
- Regularly update the website, including homepage, posts of new media releases, submissions, events, reports and other relevant material, corrections, and new pages.

LHA project, program and member support

- Work with LHA staff to develop marketing and communications plans for publications, projects and events to promote high standards, timely workflow and effective outcomes.
- Assist with the delivery of agreed strategies, ranging from direct support to assistance engaging external providers, subject to available resources.
- Provide promotional and communications support for LHA's podcasts, including website and social media.
- Develop and maintain a list/network of relevant providers for support services, such as images, design, copywriting, proofreading and printing.

Other

- Oversee the production of the LHA Annual Report to a high standard, ensuring that it contemporary and informative.
- Collaborate with relevant LHA staff to implement the LHA membership program to increase membership numbers and income, particularly in new areas.
- Regularly develop new graphics for LHA email signatures in line with communications and promotions priorities.
- Develop effective protocols and templates to standardise communications material, including PowerPoint presentations, newsletters, policy documents and reports.

General

- Analyse and evaluate the effectiveness of all communication channels and resource tools.
- Maintain appropriate social media and web statistics.
- Maintain and manage an accurate list of upcoming and in-progress communications work to deliver on priorities in agreed timeframes, and seek support as required.
- Occasionally work outside normal business hours, such as evening meetings and work required to meet critical deadlines.
- Travel within Australia as required to undertake these duties.



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- Participate in team meetings and activities.
 - Participate in supervision and performance review.
 - Perform other duties as requested from time-to-time by the Policy, Research and Communications Director or CEO.
 - Adopt continuous learning and improvement processes in all aspects of the position, including participation in LHA mandatory training as required.
 - Understand, implement, participate and promote organisational policies and procedures, and workplace health and safety (WHS) objectives, processes and procedures.

KEY SKILLS & EXPERIENCE

Qualifications

- Tertiary qualifications in communications, public relations, marketing or equivalent.

Experience Required

- Previous work in communications and advocacy.
- Proven experience in implementing high performing marketing /membership strategies.
- Experience and understanding of CRM systems and analysis of data information.
- Knowledge and understanding of the role of memberships within a non-government organisation environment.
- Solid understanding of the digital landscape and management of social media channels and web and print-based marketing tools
- A good understanding of the media at jurisdictional and national levels
- Demonstrated experience in stakeholder relationship management, strategic communications, issues management and/or advocacy campaigns
- Demonstrated experience in developing and evaluating the effectiveness of communications strategies.

Computer Skills

- Well-developed computer skills including knowledge of Microsoft Office, NationBuilder, Zoom, web management, Survey Monkey, desktop publishing, and digital and social media content management.

Aptitude & Interpersonal Skills

- Understanding of health and wellbeing issues affecting LGBTIQ+ Australians.
- Strong interpersonal and communication skills to develop and maintain productive relationships with existing and potential members whilst adhering to LHA values and policies.
- Creativity and flexibility, with a flair for spotting new opportunities.
- Excellent advisory skills and confidence in providing guidance and advice to senior managers.



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- Excellent attention to detail, organisation and planning skills.
 - Capacity to think spontaneously, work proactively, respond positively to pressure, manage complex projects in a timely fashion and work constructively with a wide range of stakeholders in a small team.

KEY PERFORMANCE INDICATORS (KPIs)

- Satisfactory achievement of ongoing targets, goals and objectives as set and agreed with the Policy, Research and Communications Director.
- Regular and effective external communications on LGBTIQ+ health and wellbeing, using a diverse range of strategies, in line with LHA policy and protocols, including via members, social media and traditional media.
- Member service and satisfaction, including both internal and external clients/members (customer, staff, member, stakeholder feedback).
- Accuracy of data entry, filing, documentation and information management within the organisation's database and systems.
- Responding to and answering telephone calls, enquiries and emails within set timeframes and dealt with in accordance with organisational standards.
- Preparing, completing and submitting documentation and reports in accordance with organisational standards and timeframes.
- Following of instructions and completion of tasks in a timely, accurate and efficient manner which meets the requirements of the organisation, members and regulatory standards.
- Following, using and promoting of organisational policies and procedures, organisational core values and Work Health and Safety (WHS) requirements.

Signed by the Policy, Research and Communications Director: _____ Date: _____

Signed by Employee: _____ Date: _____