

POSITION DESCRIPTION



Tenants Queensland

[tenants working together](#)

Date: 24 January 2022

Position Title: Communications Worker
Conditions of Employment: Tenants Queensland Ltd Agreement 2019-2022
Classification: Level 5 of Tenants Queensland Ltd Agreement 2019-2022
Status: Fixed term to June 2023
Working Hours: part-time 22.8 hours per week
Location: TQ head office, 87 Wickham Terrace Spring Hill, Brisbane and as directed from time to time
Reports to: TQ CEO
Direct reports: 0
Accountability: All staff are accountable to the Chief Executive Officer and ultimately to the governance board. This position is accountable to the TQ CEO for all staffing matters including performance appraisals.
Key relationships: This position engages with the QSTARS Statewide Community Education Worker to integrate TQ's QSTARS communications needs within TQ. This position also maintains a strong relationship with the Community Education Workers collegiate network. The position provides strong support to the CEO to meet communication needs.
About Tenants Queensland: TQ was established in 1986 and seeks to represent the interests of all Queenslanders who rent their home including those living in marginal tenures such as caravan parks and rooming accommodation. We pride ourselves in providing specialist advisory services to renters, advocating on behalf of them, and securing improvements to Queensland's residential tenancy laws.
Purpose of the Position: This position furthers TQ's mission by delivering effective engagement with internal and external stakeholders and increasing the profile and understanding Tenants Queensland's work.
Position Reviewed and Approved: January 2022
Key Accountabilities: <ul style="list-style-type: none">• Identify, plan and record stakeholder engagement and communications activities for organisational impact• Provide communication expertise to maximise communication opportunities and outcomes.• Ensure that the communication and engagement needs of the CEO are supported

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- Facilitate strong working relationships between the organisation and a variety of internal and external stakeholders, to deliver on TQ's strategic outcomes.
- Ensure consistent branding and marketing of TQ, its products and programs.
- Ensure TQ's websites, social media content and campaigns are impactful and effective

• **Specific Duties:**

- Maintain an up to date and fit for purpose Stakeholder Engagement and Communications Plan
- Meet all deliverables under the Communications Plan
- Develop and oversee a communications calendar to align and coordinate all TQ internal and external communications.
- Develop a proactive media relations program in conjunction with the CEO to build awareness and understanding of TQ's work.
- Manage TQ's websites and develop social media content and campaigns.
 - ❖ Produce targeted content for suitable for a wide range of audiences.
 - ❖ Coordinate the ongoing development of TQ's website, ensuring content is up-to-date, relevant to target audiences, and easy to navigate
 - ❖ Develop a social media plan and calendar for TQ and associated projects and campaigns.
- Drive the production of TQ's corporate documents, including newsletters, annual reports, promotional materials, and media releases
- Provide stakeholders with useful, timely, and reliable information on our work and priorities.
- Assist in the development and delivery of key TQ promotional events as needed.
- Respond to the day to day needs of the CEO and Leadership Team relating to communication, marketing, public relations or equivalent.
- Work towards achieving the aims of Tenants Queensland and comply with all organisational policies and procedures.
- Other duties as directed from time to time by the CEO.
- Undertake administrative duties associated with the performance of the position's specific duties.

Core Capabilities:

- A commitment to the principles of social justice.
- Demonstrated experience or ability in producing targeted content for newsletters, websites and social media.
- Highly developed oral and written communication skills, including an ability to edit and present complex concepts in a format suitable for a wide range of audiences.
- High level of computer literacy, including graphics and the use of analytics.
- Ability to manage and develop websites and use graphic design software
- High level of stakeholder management skills including the ability to relate to people from different cultural and socio-economic backgrounds.
- High level of skill in communications targeting (refining and segmenting data)
- High level of skill in marketing engagement (delivering value-based content through the right channels)
- Significant experience in digital analytics (measuring marketing effectiveness) and conversion (tracking the customer journey)
- Ability to work independently and as a member of a team and complete tasks within designated time frames.

Essential Requirements:

- Relevant degree from a recognised tertiary institution.
- Highly developed communications skills.
- Demonstrated experience or ability in a similar role.

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Desirable Requirements:

- Examples of written or other digital work available online, please include links in your application.
- Queensland Driver's license.
- Ability to travel if needed.
- General understanding of, or ability to quickly gain an understanding of:
 - ❖ renting laws in Queensland
 - ❖ the Queensland NFP sector

Behaviours:

- Professional
- Creative
- Knowledgeable
- Inclusive

Acknowledgment for receipt of position description

I have received, reviewed, and fully understand the position description. I also understand I am responsible for the satisfactory execution of the essential functions described therein.

I further understand future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this position description to the satisfaction of Tenants Queensland.

I have discussed any questions I may have had about this position description prior to signing this form and am satisfied with the responses.

Employee name (please print) _____

Employee signature _____ Date _____

Manager's name (please print) _____

Manager's signature _____ Date _____