

Position description template



Position	<i>Employee Communications and Change Specialist</i>
Reports to	<i>Head of People and Culture</i>
Work level	M4
Group	<i>Office of the CEO</i>
Team	<i>People and Culture</i>
Location	Onsite at the Hub in Melbourne CBD or Hybrid
Direct reports	N/A

01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

The Employee Communications and Change Specialist ensures Beyond Blue employees are informed, engaged and equipped to deliver the organisation's strategy through clear, timely and impactful communication.

This senior role leads and operationalises Beyond Blue's internal communication strategy. It governs the SharePoint Online intranet as an enterprise knowledge management and employee engagement platform, manages the communication practices that support the organisation's working rhythm, and strengthens people leader communication capability across the organisation.

As part of the Office of the CEO and the People and Culture team, the role acts as the organisation's internal communication integrator. It aligns internal messaging, channels, sequencing and leader communication with the employee experience system and broader organisational priorities. The role supports leaders and employees to understand strategic direction, navigate change and stay connected to purpose.

Provide governance and orchestration for whole-of-organisation internal engagement events and forums (e.g., all-employee forums, CEO engagement sessions), including cadence planning, narrative alignment, speaker preparation, logistics coordination with EA's/Hub coordinators/Technology, and post-event measurement and follow-through.

The role also owns the internal communication aspects of the CEO engagement rhythm, ensuring CEO messaging is well prepared, well sequenced and integrated into the organisational narrative.

The role operates with a high level of autonomy and minimal supervision. It is accountable for end-to-end delivery of internal communication governance and practices, exercising senior judgement and independently identifying risks, opportunities and communication needs.

02. Key Accountabilities of Position

Communication strategy and leadership

- Lead the operationalisation of Beyond Blue’s internal communication strategy, ensuring alignment with Strategy 2023+.
- Embed, manage and continuously improve the communication practices that support the organisation’s working rhythm, ensuring consistent information flow across the organisation.
- Anticipate communication needs across the organisation and initiate activity proactively, escalating only where strategic risks or decisions require it.
- Provide senior level counsel to leaders, project teams and the Executive on communication planning, sequencing and audience engagement.
- Translate complex or sensitive information into clear, accessible communication that supports understanding, confidence and alignment.
- Design and maintain communication resources including leader toolkits, cascade templates and guidance materials.

Channel strategy and governance

- Govern Beyond Blue’s SharePoint Online intranet as an enterprise knowledge management and employee engagement platform, ensuring information architecture, metadata, navigation and lifecycle management support clarity and accessibility.
- Own intranet governance standards, content integrity, content ownership and system improvements so the intranet operates as a reliable single source of truth for employees.
- Create and publish content to meet the role’s own communication needs, ensuring alignment with governance standards and best practice.
- Build capability across the organisation by coaching content owners in content standards, governance processes and lifecycle expectations.
- Establish and maintain a network of trained, self-sufficient Blue HQ super users across the organisation who can publish and manage content confidently in line with governance standards.
- Build capability in super users through training, coaching and ongoing support so content management is decentralised and sustainable.
- Maintain the integrated communication calendar to coordinate timing, sequencing and communication load across the organisation.
- Coordinate the cadence and sequencing of enterprise engagement forums within the integrated communication calendar to prevent overload and maintain clarity across audiences.
- Measure and monitor channel performance, intranet usage and communication effectiveness, using insights to inform continuous improvement.
- Use analytics, user feedback and qualitative insights to identify trends, opportunities and risks and recommend improvements to communication practices and content governance.
- Ensure day to day publishing is completed by business content owners, with the Specialist providing quality assurance, oversight and governance rather than acting as the central publisher.

Leadership, CEO and change communication enablement

- Own the internal communication aspects of the CEO engagement rhythm, including preparation of materials, sequencing of messaging, narrative alignment and coordination across the Office of the CEO and People and Culture.
- Develop clear and trusted communication processes that support the CEO to engage effectively and predictably with employees.
- Provide senior communication counsel to the CEO, Executive and leaders on strategic, sensitive and high impact communication.
- Develop and maintain leader communication resources including briefing packs, talking points, cascade guides and communication prompts.
- Strengthen people leader capability by equipping them to communicate clearly, confidently and consistently through practical tools, guidance, coaching and predictable communication practices.

- Embed leadership communication practices into business rhythms and forums such as team meetings, all staff events, leader forums and engagement activities.
- Provide governance and orchestration for whole-of-organisation internal engagement events and forums (e.g., all-staff forums, town halls), including cadence planning, narrative alignment, speaker preparation, logistics coordination with EA's/Hub coordinators/Technology, and post-event measurement and follow-through.
- Operate with a high degree of discretion and independent judgement when preparing CEO and Executive communication.

Change communication leadership

- Lead communication planning and delivery for organisational, functional, and project-level change to support understanding, engagement, and adoption.
- Translate complex change concepts into clear, empathetic, and accessible communication tailored for different internal audiences.
- Partner with People and Culture, project leads, and senior leaders to ensure change communication is coordinated, sequenced, and aligned to organisational priorities.
- Develop and maintain reusable change communication toolkits and templates to support consistent organisational practice.
- Coach leaders and subject matter experts to communicate with confidence and authenticity during periods of change.
- Write and edit high-impact content for varied audiences – including CEO messages and employee communications – ensuring information is clear, accessible, and anticipates user needs.
- Ensure change and communication practices are integrated across culture, capability, and employee experience initiatives.
- Track and report on change adoption and communication effectiveness using quantitative and qualitative metrics – such as participation rates, usage statistics, feedback, and channel analytics – to inform continuous improvement and support successful change outcomes.

Content creation and editorial leadership

- Write, edit and review high quality content across all internal channels, including intranet articles, leader updates, all staff messages, organisational announcements and learning and capability materials.
- Tailor communication for different audiences, formats and accessibility needs while maintaining consistency of tone, accuracy and alignment with organisational narrative.
- Provide editorial oversight for content produced across the organisation, ensuring quality, clarity and compliance with governance standards.
- Maintain and model plain language principles and ensure communication is inclusive, accessible and culturally responsive.

Storytelling and connection

- Identify and develop stories that connect employees to purpose, demonstrate values and strengthen organisational identity.
- Partner with Brand, Marketing and External Communications to align internal stories with broader organisational narratives where appropriate.
- Develop communication moments and campaigns that celebrate progress, achievement and culture.

System uplift responsibilities

- Strengthen communication clarity, sequencing and decision flow across the organisation by maintaining and continuously improving established communication practices and governance frameworks, such as the SharePoint Online intranet, leader toolkits, and communication governance standards.
- Maintain a coherent organisational narrative that helps employees understand how strategy, priorities and change fit together.
- Ensure communication governance, rhythms and standards reinforce the employee experience system and enable organisation wide alignment.

03. Key outcomes, or desired impact of role, linked to Strategy

Strategic (long-term)

- A trusted and mature internal communication system embedded across Beyond Blue.
- Employees clearly understand strategy, priorities and change, and feel connected to the organisation's purpose.
- Leaders communicate with confidence, consistency and empathy.
- The intranet delivers strong ROI as a single source of truth and hub for connection.
- Communication rhythms are sustained and continuously improved, supporting predictable and effective information flow.
- Communication insights directly inform Executive decision-making and organisational learning.

Near-term

- Internal communication rhythm and governance embedded and used consistently across Groups.
- SharePoint intranet usage, accessibility and satisfaction measurably improved.
- Leader communication resources and toolkits adopted and positively received.
- Coordinated sequencing of communication across key programs and change initiatives.
- Positive employee feedback on clarity, transparency and connection through internal channels.

04. Specific Job Competencies or Capabilities

Core capabilities

- **Strategic communication and integration** – connects communication, change and culture to advance strategic outcomes.
- **Writing and storytelling** – crafts clear, engaging, and values-aligned messages that inform and inspire.
- **Channel strategy and governance** – plans, manages and optimises communication channels for reach and impact.
- **Leadership and collaboration** – builds constructive partnerships with Executives, senior leaders and project teams to enable alignment and follow-through.
- **Change agility** – anticipates and adapts messaging to shifting contexts while maintaining clarity and confidence for others.
- **Measurement and insight** – uses qualitative and quantitative data to evaluate communication maturity and guide continuous improvement.
- **Coaching and facilitation** – develops others' communication confidence and capability through coaching and practice.

Education / Qualifications

- Bachelor's degree (highly desirable) or extensive demonstrated experience in communication, employee experience, change or related disciplines.
- Formal change management certification (e.g. Prosci, APMG International, or Change Management Institute (CMI) accreditation, or equivalent) desirable.

Essential skills and experience

- Extensive experience in internal communication, employee experience, change communication or related senior communication roles.
- Proven ability to operate as a senior autonomous specialist, managing complex workloads, setting priorities independently and delivering high impact outcomes with minimal oversight.
- Experience governing enterprise intranet or knowledge management platforms, including information architecture, content governance and lifecycle management.
- Strong planning, sequencing and prioritisation capability across multiple messages, moments and audiences.
- Demonstrated judgement and decision making in sensitive or high-risk communication environments.
- Advanced writing and editing capability across a wide range of content types, including leader communication, strategic messaging, change communication and learning materials.
- Experience advising Executives and supporting CEO level communication.
- Strong relationship building and influencing skills across diverse teams and disciplines.
- Experience designing or embedding communication governance frameworks or organisational communication rhythms.

Desirable

- Formal change-management certification (e.g. Prosci®, APMG International, or Change Management Institute accreditation).
- Experience embedding employee experience, EVP, leadership or culture frameworks.
- Experience in organisational transformation or system level communication uplift.
- Familiarity with enterprise tools such as SharePoint Online, ELMO, Culture Amp or LinkedIn Learning.
- Familiarity with emerging AI and digital tools that support communication and employee experience.

Ways of working and cultural expectations

- Works with a high degree of self-direction, bringing forward solutions, insights and recommendations rather than seeking instruction.
- Demonstrates curiosity, courage and accountability aligned with Beyond Blue's values.
- Builds collaborative relationships, models inclusive practice and contributes to a psychologically safe workplace.

05. Values and our culture at Beyond Blue

Beyond Blue Values - We all play a part and take responsibility for our impact on Beyond Blue's culture, in line with our [Ways of Working](#):

- **We're Focused:** We are accountable to make meaningful, impactful change for our community.
 - **We're Brave:** We act with courage and curiosity, we seek to innovate and are passionate about making each day better.
-

- **We Rise:** We empower, trust and support each other to do our best for the community.
- **Together:** We amplify the voice of community by working together, always listening with care to understand people's needs and being inclusive at every step.

Cultural competency - Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.
