



POSITION DESCRIPTION

Position Title	Internal Communication Manager
Current Incumbent	New position
Department/Function	Marketing and Communication
Location	Support Centre, Milton
Reports To (<i>Position</i>)	Executive Lead, Marketing and Communication
Positions Reporting to this Position	None
Effective Date (of PD)	1 September 2020

Main Purpose/ Primary Objective	<p>The role of the Internal Communication Manager (Contract role) is to lead the development of a Lutheran Services Internal Communication capability and to design and deliver communication and change strategies that supports our strategy and employee experience.</p> <p>This a 6-month contract role that is focused on improving internal communication and collaboration through developing and implementing a sustainable Internal Communications Plan to engage employees. Initially the Internal Communications Manager will focus on launching the new Strategic Plan and other new People, Culture & Development project initiatives internally.</p>
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Key Accountabilities/Key Result Area
<p>Lead the development and implementation of effective, sustainable internal communications:</p> <ul style="list-style-type: none">• Lead the Internal communications function by initiating the development and implementation of internal communications strategy plan and activities• Contribute to developing and embedding Lutheran Services values and ethos by delivering consistent messaging across our communication channels, website and social platforms.• Identify the changing needs of the business and adjust communication strategies in response• Support the launch of the new five-year Strategic Plan and other key Human Resource initiatives (Performance management system, competency framework) in 2020 with an internal Communication campaigns.• Build capability across Lutheran Services to measure performance against the KPIs outlined in the Internal Communication Plan.• Measure, track and benchmark internal communication activities to continuously improve. Including creating metrics and delivery quality timely reporting.• Conduct end-to-end project management of agreed internal communications projects



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Oversee, coordinate, and produce content for communication channels:

- Identify and build channels for communication that will achieve the Communication Plan goals.
- Produce high quality and timely content for internal communications, using a high impact writing style and format and contemporary channels and tools. Research, write, edit and produce communications for internal audiences including but not limited to presentations, scripts, briefing documents, intranet articles, videos, podcasts and employee communications, messages and emails.
- Develop the Lutheran Services intranet to provide dynamic, engaging and current content which shares consistent messaging to increase engagement and reflect the company culture and values
- Establish and foster strong relationships with key stakeholders across the business, provide considered professional advice on contemporary communication and engagement models and practices.
- Support social media communications to deliver a strong employee value proposition.
- Support the marketing team on written content when required

Influence and support corporate projects by applying change management principles and communication strategies:

- Work collaboratively with project team members (ICT, PC&D, Finance, Governance and Operations) to understand the intent of each corporate project and proactively identify factors affecting the success.
- Establish communication protocols including style and format standards to support effective and consistent communication.
- Through effective engagement strategies and communication channels, drive staff awareness and understanding of new ways of working. Support project teams to communicate the scope and progress of their project and advice on training and development outcomes.
- Prepare communication updates, recommendations and escalate risks to the success of the project to the Project Manager or sponsoring Executives as required.

Key Relationships/ Interactions

This position will interact and collaborate with employees from all branches and Services at Lutheran Services.

Key Stakeholders:

- General Manager - People, Culture & Development
- People and Culture team
- Marketing and Communication Team
- Executive Management Team
- Aged Care Service Managers
- Community Services Leadership Team
- Support Centre Team



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Position Requirements (Knowledge and Experience)	<p>Essential</p> <ul style="list-style-type: none">• Tertiary qualifications in marketing, communication, or business.• A minimum of five years in a similar role• Proven track record in a similar senior role demonstrating experience in the achievement of implementing Internal Communication Plans.• Have the proven ability to create content and craft key messages related to employee/human resources matters• Effectively influence, manage and successfully collaborate with multiple stakeholders• Exceptional prioritisation and organisational skills• Excellent project management skills and able to adapt quickly to changing priorities• Outstanding verbal and written communication skills with excellent copywriting experience and grammar skills• Proficient in multiple forms of communications technologies and approaches• Strong eye for detail – getting the small things right first time• Expert writer in internal and employee communications that are engaging and informative.• Able to work hand in hand with our People, Culture and development team.
Culture	<p>At Lutheran Services we promote a culture that supports high and ethical performance. Our leadership team, believes a high performance culture that is characterised by:</p> <ul style="list-style-type: none">▪ a learning and growing environment▪ a high achievement orientation▪ a sharing environment - information, resources, ideas and goodwill▪ commitment to being the best we can be▪ humility, fairness and openness in how we go about our work. <p>All within the context of acting in the best interests of Lutheran Services, and working in accordance with our Values.</p>



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Prepared By	<i>Date</i>	/	/
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We certify that the content of this position description is accurate:

Incumbent's Signature	<i>Date</i>	/	/
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Manager's Signature	<i>Date</i>	/	/
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