

Manager, Internal Communications

Position Description

Directorate:	Commercial Operations, Fundraising and Communications
Reports to:	Director, Communications and Marketing
Direct reports:	Nil
Location:	Lewisham office
Primary position objective:	Develop and implement targeted internal communication strategies in alignment with strategic initiatives and priorities identified in the Society's strategy to inform and engage members, staff and volunteers.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; Internal and external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Manager, Internal Communications will:

- Ensure the successful implementation of the Strategic Plan within their team.
- Develop and implement a comprehensive Internal Communications Strategy for The Society and report against key objectives.
- Collaborate with the CEO and Executive Leadership Team to amplify their messaging in organisation-wide internal communications aligning with the Internal Communications Strategy.
- Maintain existing internal communication channels and identify opportunities to introduce new channels as appropriate to meet the needs of different audiences.
- Prepare, collate, design and distribute organisation-wide communication content as well as communications targeted to specific audiences.
- Collaborate with internal stakeholders, provide communications review, guidance, and advice for projects and initiatives, including change-management projects.
- Work closely with People and Culture, WHS and IT to ensure operational and critical communications are managed in a timely and effective manner.
- Facilitate the measurement, analysis and reporting of internal communication activities.
- Grow staff engagement with our primary internal communications platform, Workplace; build strong working relationship with the support offered by Workplace.
- Establish and facilitate a network of internal communications across NSW to ensure there is a consistency in internal communications.
- Prepare written communications for a variety of internal audiences and channels and continue to develop and produce new, relevant and engaging content utilising existing channels as well as identifying new tools as appropriate.
- Contribute to a safe working environment for employees, members, and volunteers by implementing the Society's workplace health and safety practices.
- Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Ensure a clear internal communications strategy is in place which is aligned to the needs of the organisation.
- Develop the capacity of our people to use relevant internal communications platforms effectively.
- Increase internal usage of people who use our internal communications platforms.

Key working relationships

In addition to the Director, Communications and Marketing and their direct reports, the Manager, Internal Communications will foster close working relationships with:

- Other directors and managers (Commercial Enterprise, Fundraising and Communications);
- Executive Directors (all directorates)
- Director, People and Culture (Corporate Services)
- Manager, People, Strategy and Change (Corporate Services)

- Manager, Learning and Development (Corporate Services)
- Manager, Volunteer Experience (Membership, Volunteers and Regional Operations);
- Manager, Member and Youth Experience (Membership, Volunteers and Regional Operations);
- Manager, Volunteer and Member Programs (Membership, Volunteers and Regional Operations)
- Manager, Safety and Emergency Management (Corporate Services)
- Safety and Wellbeing Partner (Corporate Services) Aboriginal Engagement Partner (Corporate Services)
- Change, Diversity, and Inclusion Partner (Corporate Services)
- Chief Information Officer (Corporate Services).

Essential criteria

Critical capabilities

There are nine capabilities expected of all employees across the Society:

- 'People we serve' centric: **(Level 3)** Manage the delivery of high-quality services that provide a hand up for the people we serve.
- Values based leadership: **(Level 3)** Manage teams and areas of work to align to the Society's mission, vision, values and lay Catholic heritage.
- Impact focus: **(Level 3)** Manage the delivery of positive impact through informed decision making and efficient and effective use of resources.
- Collaboration: **(Level 3)** Manage collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- Change leadership: **(Level 3)** Manage and mobilise resources to deliver change.
- Team performance: **(Level 3)** Manage and develop individuals and teams to deliver against Society's strategic priorities.
- Digital engagement: **(Level 4)** Promote digital engagement of virtual, dispersed stakeholders to maximise efficiency and effectiveness.
- Innovation and improvement: **(Level 3)** Facilitate an improvement in existing and new services, and ways of working.
- Financial acumen: **(Level 3)** Manage the team's resources, projects and services to deliver positive outcomes within budget.

Role-specific criteria

- Relevant tertiary qualification/s in journalism, communications and/or public relations.
- Demonstrated experience designing and implementing internal communications and change management best practice and standards.
- Able to translate complex information into clear, compelling messages and to create targeted, effective communications to meet the needs of multiple stakeholders.
- Superior verbal and written communication and editing skills, including the ability to develop reports, briefing papers and other documents accurately and in short time frames.
- Excellent interpersonal and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders.

- Highly developed project management skills and ability to balance competing priorities.
- Strong influencing and negotiating skills
- Well organised, with an ability to prioritise competing demands.
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Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- Experience with shooting and editing video.
- Design experience with programs like Canva or InDesign