

Position Description

Position Title:	Membership & Communications Coordinator
Position Type & Hours:	Part time, 3 or 4 days per week. Salary negotiable depending on experience. Contract until 31 March 2023.
Position Reports to:	Media & Communications Manager
Direct Reports:	Nil

Organisational Context

Q Shelter is a peak body for the Queensland housing and homelessness sector (**the Sector**). Incorporated since 1993, it is primarily funded by the Department of Housing with other income streams including membership fees, ticket sales for Sector events, consulting fees and non- recurrent grants.

Q Shelter plays an important role delivering projects to assist in the implementation of the Queensland Housing Strategy 2017-27 and the Queensland Housing and Homelessness Action Plan 2021-25.

Q Shelter is a member-based incorporated association, overseen by a Management Committee.

Q Shelter focuses on:

- building Sector capacity, to deliver evidence-based solutions to housing and homelessness needs
- influencing public policy and programs, to achieve housing and homelessness solutions; and
- investing in its own resources and systems, as a base to improve its services to the Sector.

Important qualities

The successful candidate will be:

- enthusiastic and self-directed, towards completing deliverables
- technology and social media savvy
- creative and innovative, embracing new technology and solutions, to improve delivery of outcomes
- a great communicator/writer, preferably with contemporary experience in journalism
- a strong project manager, who has demonstrated success in delivering complex projects on time
- a team player, who is comfortable engaging with a diverse group of stakeholders
- passionate about supporting affordable housing solutions and homelessness responses.

Approved by:	Fiona Caniglia, Executive Director	Date:	1/12/2023
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Role Specification

About the role

This role is focussed on:

- Implementing Q Shelter's communications strategy;
- Implementing Q Shelter's membership strategy;
- Supporting the Executive Team, to influence good public policy outcomes for the Sector; &
- Supporting the Executive Team, to develop quality communications and strong relationships, to enhance the profile and reputation of Q Shelter.

Roles and responsibilities

Communications & Marketing

- Contribute to implementation of Communication Strategy and associated Action Plan
- Coordinate communication channels, including EDMs and social media to optimise engagement
- Develop digital media (social posts, video, graphics) to promote events, campaigns, research and news
- Source stories and write content in collaboration with the Influence, Sector Capacity and SII teams
- Support Manager in engagements with journalists and media advisors
- Manage and populate the Q Shelter communication calendar with member relevant content
- Support the development and maintenance of the Q Shelter website and brand
- Support the Sector Capacity team, in:
 - managing the Deck (clearing house) website;
 - marketing an annual calendar of events
- Support Q Shelter staff in effective communications
- Produce marketing materials as required, such as banners, posters and brochures
- Champion Q Shelter's style guide, including developing templates and building the image library
- Support Q Shelter stakeholders to tell powerful stories and to create media moments.

Membership

- Contribute to implementation of membership strategy and associated Action Plan

Other

- Support the delivery of major Q Shelter events
- Work effectively as a team member and actively contribute to a high performing team
- Participate in organisational development activities
- Assist as required on team reporting
- Other activities, as requested by Manager.

Key Stakeholder Relationships

- Q Shelter members, potential members and its Management Committee
- The Minister for Housing
- The Department of Housing
- Housing and homelessness organisations and other Sector stakeholders in Queensland
- Stakeholders outside the Sector, committed to affordable housing and ending homelessness
- Q Shelter staff team

Key job requirements

Qualifications

- Qualifications in Communications, Marketing or other relevant discipline. Students nearing the completion of their studies are also encouraged to apply.

Experience

- Experience working in a communications/social media/membership role
- Experience with MailChimp
- Understanding of, or the ability to quickly acquire understanding of, the operating environment, context and governance requirements for Sector service providers
- Experience managing social platforms (Facebook, LinkedIn, Twitter), websites (WordPress)
- Solid knowledge of marketing and communication channels and tactics
- Experience using Microsoft Office suite
- Use of software applications to create visually engaging marketing materials (Canva/InDesign)
- Some experience developing digital marketing campaigns - planning, content creation and analytics
- Strong Information Technology and digital communication skills desirable
- Experience filming/editing short form video content desirable.

Role requirements

- The successful candidate is required to undergo a criminal history check.

Selection Criteria

Communications and Marketing

1. Demonstrated success in developing and delivering communications content to support stakeholders
2. Demonstrated success in social media, EDM, and website communications
3. Demonstrated excellence in all written and verbal communication.

Membership

4. Demonstrated success in implementing a membership strategy, or ability to quickly develop these skills.

Sector

5. Understanding of the needs and challenges of the Sector, or ability to quickly develop this understanding.

Engagement and Collaboration

6. Demonstrated success in effective engagement with stakeholders and working collaboratively to achieve program and organisational goals.

Project Management

7. Demonstrated success in being self-directed in the implementation of key work priorities.
8. Demonstrated success in managing projects to deadlines.

Diversity and inclusion

Q Shelter is committed to creating a diverse and inclusive work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, gender identity, sexual orientation, disability or age.

We strongly encourage applications from people who identify as a First Nations' Australian.

Q Shelter has developed an Innovate Reconciliation Action Plan to guide and strengthen our approach to inclusion of First Nations' Peoples.