

Job Description: Communications Advisor

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| About the Property Council | The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry. |
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| Position | WA Communications Advisor |
| Business Unit & Location | WA Division |
| Reports to | WA Deputy Executive Director |
| Direct reports | None |
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| Position Purpose | <p>Creation and implementation of communications, media (traditional and social), press releases, media requests, editorial content, promotional tools and collateral.</p> <p>To create and effectively manage communications that optimise member, stakeholder and political engagement.</p> |
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| Relationships | |
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| Key Internal Relationships | WA Executive Director WA Deputy Executive Director WA Commercial Director WA Policy Team |
| Key External Relationships | Members Prospective Members |

| Key responsibilities and tasks | | |
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| Key responsibility area | Key tasks | Measure of success |
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| <p>WA external communications</p> | <p>Responsible for creating externally facing communication as directed by WA Executive Director and WA Deputy Executive Director including but not limited to press releases, electronic communications, editorial and marketing content, ensuring all material produced is consistent and aligned with the Property Council branding guidelines.</p> | <p>Accuracy, quality & timely production of materials</p> <p>Stakeholders' expectations managed well, with positive feedback.</p> <p>Quality of communication campaigns & strategies.</p> <p>Campaigns implemented correctly and on time.</p> |
| | <p>Support in the delivery of innovative communication campaigns that will enhance our advocacy efforts.</p> <p>Review, recommend and implement refinements and improvements to WA communications plan to further enhance reach to members.</p> <p>Proof and edit external communications and copywrite materials.</p> <p>Develop and draft the WA weekly newsletter in conjunction with the WA Policy team.</p> <p>Maintain the WA Division pages on the Property Council website, uploading submissions and media releases and ensure up to date and relevant content. Drafting monthly reports as directed by the WA Executive Director and WA Deputy Executive Director.</p> | <p>Positive feedback by WA Executive Director and WA Deputy Executive Director and other stakeholders</p> |
| <p>Media support</p> | <p>Daily media monitoring.</p> <p>Provide media support for WA Policy team in communicating with traditional media and social media.</p> <p>Provide support for WA Policy team in generating relevant media opportunities, including specialist and mainstream media, and brief relevant stakeholders.</p> | <p>Positive feedback from WA Executive Director and WA Deputy Executive Director and other stakeholders.</p> <p>Proactive approaches from media continue and grow.</p> <p>Consistency in delivering recurring tasks autonomously.</p> |

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| <p>Commercial</p> | <p>Develop materials to support events, such as flyers, promotional material and post event communications.</p> <p>Design and produce sponsorship reports to demonstrate the delivery of benefits associated with division sponsorships and activities.</p> | <p>Positive feedback from WA Commercial Director.</p> <p>Reports are timely, accurate and clear in messaging.</p> |
| <p>Social media content and support</p> | <p>Provide support for WA Policy team in relation to social media support, including the preparation and uploading of content to ensure coverage of commercial events and advocacy submissions on social media channels.</p> | <p>Accuracy, quality & timely upload of media content</p> <p>Positive feedback from WA Deputy Executive Director</p> |
| <p>Communications monitoring outputs</p> | <p>Manage in conjunction with WA Deputy Executive Director communications calendar of activities for WA.</p> <p>Support WA Policy team in the refinement of communications and campaigns for WA across all media platforms to enhance member experience and effectiveness of media and communications campaigns.</p> <p>Maintain a current database of communications collateral.</p> | <p>Calendar managed independently with positive feedback from the WA Executive Director and QLD Deputy Executive Director.</p> <p>Stakeholders' expectations managed well, with positive feedback.</p> <p>Quality of campaigns & strategies.</p> <p>Consistency in delivering recurring tasks autonomously.</p> |
| <p>People and Culture</p> | <p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p> | <p>Consistent demonstration of an energised, collaborative and ownership mindset.</p> |

Requirements including essential criteria

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| <p>Experience and skills</p> | <p>1 to 3 years' experience in a similar role</p> <p>Ability to translate complex messaging in member facing and public facing communications effectively and for maximum success.</p> <p>Experience in drafting persuasive communications.</p> <p>Analytical skills to identify opportunities for innovation and improvement.</p> <p>Ability to be innovative and kept updated of new digital communications trends.</p> <p>Excellent written and verbal communication skills.</p> <p>Excellent attention to detail.</p> <p>Excellent communication and interpersonal skills, particularly verbal, and can adapt to style and medium to suit message and audience.</p> <p>Excellent time management skills and ability to prioritise to meet and exceed deadlines.</p> <p>Highly organised and efficient – ability to juggle and prioritise many tasks at the same time through the use of effective time management skills.</p> |
| <p>Education</p> | <p>Relevant qualification or near completion in communication, media or a similar discipline.</p> |
| <p>Essential requirements</p> | <p>Irregular hours due to demands of communications and media role outside of normal working hours, including early morning media monitoring.</p> <p>Interstate travel required at times.</p> <p>COVID-19 Vaccination – In addition to the Property Council's premises requiring full COVID-19 vaccination as a condition of entry, the Property Council also requires the incumbent to be fully vaccinated with an approved COVID-19 vaccine. Fully vaccinated means an initial double dose, with an on-going requirement to receive COVID-19 vaccine booster doses as recommended from time to time.</p> |

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