



POSITION DESCRIPTION – Director Communications & Strategic Engagement

Part 1 – Expectations for Your Role

Position	Director Communications & Strategic Engagement
Service / Program	Strategy, Growth and Engagement
Industrial Instrument	Each Enterprise Agreement 2024
Instrument Classification	Support Services Grade 8
Reports to	Executive Director, Strategy, Growth & Engagement
Effective Date	November 2025

Position Summary

The Director leads the Communications, Advocacy and Engagement team within the SGE Directorate, driving strategic internal and external communications, stakeholder engagement, and advocacy initiatives that build trust, confidence, and affiliation among customers, staff, stakeholders, government departments, and media.

This role is pivotal in shaping Each’s public narrative, enhancing its reputation for care, safety, and quality, and influencing policy and public discourse aligned with Each’s national service areas. The Director plays a key role in delivering the Each Strategy 2024-28, with a strong focus on fostering meaningful connections with customers and communities.

Key Deliverables

- Lead and manage strategic communications, media, marketing, engagement, and advocacy activities that elevate Each’s profile and support organisational goals.
- Drive internal communications that support culture, change, and strategic alignment
- Manage media relations, crisis communications, and reputation management
- Build strong relationships and partnerships with government, sector, and community stakeholders
- Advise the CEO and Executive Team on emerging risks, opportunities, and public messaging
- Champion Each’s advocacy agenda, identifying and leveraging opportunities to influence change
- Act as custodian of the Each brand and voice
- Oversee development and execution of strategic cross-platform campaigns
- Lead a high-performing team delivering communications, brand, media relations, internal communications, digital content, and support for major projects and change initiatives.
- Increase community and sector awareness, funding opportunities, and commercial partnerships.

Skills/Attributes:

Strategic leadership

Demonstrated ability to lead with clarity and purpose, aligning communication and engagement strategies with Each’s values and strategic direction. Proven experience in building high-performing, inclusive teams and fostering a culture of collaboration, belonging, and excellence.

**Internal and external communications expertise**

Extensive experience in developing and delivering strategic communication plans that engage internal teams and external stakeholders. Skilled in crafting clear, compelling messaging that builds trust, enhances reputation, and supports organisational priorities.

Stakeholder engagement and relationship management

Strong capability in building and maintaining relationships with diverse stakeholders including government departments, media, partner organisations, and community groups. Able to navigate complex environments and influence outcomes through thoughtful engagement.

Brand and reputation management

Proven ability to strengthen brand presence and organisational reputation through consistent messaging, storytelling, and strategic positioning. Experience in leading brand development and ensuring alignment across all communication channels.

Media relations and issues management

Skilled in managing media relationships, responding to enquiries, and leading proactive and reactive communication strategies. Able to manage sensitive issues and crises with professionalism and clarity.

Digital communication and content strategy

Strong understanding of digital platforms, content creation, and audience engagement. Experience in leveraging digital tools to amplify messaging and enhance reach across diverse audiences.

Executive communication and advisory

Confidence and experience in advising and briefing senior leaders including the CEO, Executive Directors, and Board members on communication and engagement matters. Able to translate complex ideas into accessible, strategic messaging.

Change and transformation communication

Experience in leading communication strategies for major projects and organisational change initiatives. Skilled in ensuring alignment, clarity, and engagement throughout periods of transformation.

Cultural competency and inclusion

Commitment to inclusive communication practices that reflect and respect the diversity of Each's workforce and communities. Ability to embed culturally safe and responsive approaches in all engagement activities.

Experience, Knowledge and Qualifications

- Tertiary qualifications relevant to communications, public relations, marketing, journalism etc.
- A minimum of five (5) years' experience at a Senior Level Leadership.
- Demonstrated success in working collaboratively with an Executive Team
- Attending Executive team meetings (currently each Tuesday)
- Ability to develop, influence and lead strategy in a collaborative manner.
- Ability to build, maintain and leverage strong collaborative business relationships for the benefit of the organisation.
- Exceptional verbal and written communication skills with the ability to communicate with influence, expressing ideas and concepts clearly and effectively.
- Ability to be agile and flexible in approach with a continuous improvement mindset.
- Understanding of Australian government processes and policy environments.

Desirable

- Detailed understanding of the Health and Community Services sector in Australia and how services are structured and contracted.



- Success in building partnerships and alliances to achieve growth.

Registrations/Licences (Mandatory only)

- Completion of an acceptable Criminal History Check and Employee Working With Children Check (or State equivalent) prior to commencement of employment and as required by legislation and policy during the course of employment, as well as a duty to disclose relevant information that may arise after employment has commenced.
- A cleared National Worker Screening Check prior to commencement of employment.

Physical requirements

- **Office environment:** Ability to sit for extended periods and use office equipment.
- **Data entry:** Capability to type and handle administrative tasks.
- **Office mobility:** Ability to move around the office and attend meetings, walk up and down stairs.
- **Light lifting:** Ability to lift and carry up to 5 kg (e.g., laptops or office supplies).
- **Visual & auditory:** Ability to read documents and communicate effectively in person and via phone/video.
- **Travel:** Ability to travel locally as required.

**POSITION DESCRIPTION - Leader (Direct Reports)****Part 2 – Expectations for Our Team**

At Each, we are committed to improving lives and strengthening communities through a range of health, disability, housing, counselling, and mental health services. With a dedicated team of over 1,500 employees and 250 volunteers, we aim to create a positive impact, empowering individuals to live healthier, happier lives.

Our vision is for everyone to live well, and we strive for a healthier, more equitable future through innovation, advocacy, and community engagement.

We care. We listen. We learn. We deliver. Altogether better care.

Leader Expectations

This leadership role is key to the team, working with the Directorate, Executive Team, and stakeholders to achieve Each's vision and strategic objectives. The position focuses on collaboration across Directorates to address future business needs and ensure their area supports broader operations. Leaders are responsible for meeting KPIs, financial sustainability, and effective operations aligned with Each's values. Leaders are expected to demonstrate strong leadership, model Each's values, and foster an inclusive, safe, and engaging culture.

Leader Responsibilities

An Each Leader is responsible for:

- Delivering the strategic Plan and supporting financial sustainability.
- Building high-performing, adaptable teams that model Each's values.
- Promoting continuous improvement, learning, and staff wellbeing.
- Ensuring a safe, inclusive workplace and effective operations.
- Managing risks and fostering innovation, collaboration, and strategic thinking.
- Aligning systems and processes with Each's goals and ensuring compliance with policies and regulations.
- Demonstrating leadership standards and acting as an ambassador of Each.

Quality

Employees must engage in continuous improvement, comply with legislation and accreditation standards, and maintain the necessary skills and knowledge for their role.

Safety & Wellbeing

All Each employees are responsible for their own health and safety, as well as that of others, in line with OH&S legislation and Each's policies.

Child Safe Commitment

Each is dedicated to creating a child-safe environment, with zero tolerance for child abuse. Everyone is responsible for protecting and reporting any suspected child abuse, ensuring the safety and well-being of children involved with Each.

Inclusion and Diversity Commitment

Each is dedicated to an inclusive and diverse workplace where everyone is valued and respected. All staff are expected to promote inclusivity, embrace diversity, and foster a collaborative environment, ensuring a safe and supportive workplace for all.

Key Selection Criteria**Skills & Behaviours**

- Strong leadership aligned with Each's values and behavioural standards.
- Proven ability to attract, develop, and retain a diverse, high-performing workforce.



- Commitment to fostering a safe, inclusive culture prioritizing wellbeing.
- Success in building teams, driving collaboration, and achieving strategic goals.
- Confident in engaging and briefing stakeholders.

Desirable Experience, Knowledge, and Qualifications

- Leadership experience in a relevant field.
- Tertiary qualifications in a relevant discipline.
- Collaborative experience within a leadership team.
- Understanding of the Not-For-Profit sector and Health services.

Mandatory Competencies/Licences

- Criminal History Check and Employee Working with Children Check (as required).
- National Worker Screening Check (if required for the role).
- Entitlement to work in Australia

Expected Behaviours for all Each Staff

- Act in accordance with Each's Code of Conduct, policies, and service principles.
- Respond to family violence risk in line with the MARAM Framework.
- Promote a safety-first culture and adhere to health and safety policies.
- Ensure Each Great Care is put through its PACES (Person-Centered, Accessible, Connected, Effective and Safe).
- Support a zero-tolerance stance on abuse, neglect, and discrimination.
- Foster an inclusive, collaborative work environment, prioritizing customer needs.
- Contribute to teamwork, innovation, and continuous improvement.
- Engage in continuous learning and complete all mandatory training on time.