

Position Profile



Position:	Internal Communications Specialist
Team:	Marketing and Communications
Org unit:	CMO
Industrial coverage:	Non-award
ANZSCO code:	<i>Tbc</i>
Approval status	For Approval – Permanent Role
Date reviewed:	

Organisation purpose

Purpose	:	A different brilliant® - understanding, engaging and celebrating the strengths, aspirations and interests of people on the autism spectrum.
Vision	:	To provide the best opportunities for people on the autism spectrum.
Mission	:	We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centered, family-focused, and customer-driven.
Values	:	We are passionate about people, about being positive, and about what's possible.

Portfolio and Team purpose

To strategically craft and execute innovative campaigns, build brand awareness, and foster effective communication to drive business growth and engagement across diverse channels and stakeholders. The Marketing and Communications team plays a pivotal role in shaping the organisation's external image and fostering meaningful connections with our stakeholders.

Position purpose

To develop and implement enterprise-wide internal communication strategies. The key purpose of this role is to work to ensure enhance employee engagement, foster a positive organisational culture, and ensure seamless dissemination of information across Aspect. Effectively convey organisational key messages around Strategic direction, programs of work, projects and BAU activities to our workforce. The role will also be responsible for the internal response to crisis situations.

Key accountabilities

Internal Communication Strategy and plan

- Develop and execute comprehensive strategies aligned with the organisation's overarching goals.
- Ensure that internal communication contributes to and reinforces the organisational purpose, vision and values
- Actively collaborate with key stakeholders to identify communication priorities and leverage various channels to effectively disseminate messages throughout the organisation.

Staff engagement

- Manage and create engaging content for the internal communications channels (intranet, email, in-person events, virtual events etc)
- Manage the content development and dissemination of the fortnightly organisational newsletter, In the Loop
- Manage the planning and delivery of both virtual and in-person all-staff events and town halls
- Co-ordinate CEO communications

Strategic direction and annual business plan

- Implement communication plans and activities to raise awareness of the organisational strategic plan, progress and achievements
- Ensure all staff are aware of the annual business plan initiatives as well as progress and achievements

Corporate Communications

- Work with the business units and Marketing team on activities and events that may be suitable for securing positive media coverage
- Be the first point of contact for all media enquiries and pass on those relevant to Aspect to the PR consultant
- Prepare corporate communications that are consistent with Aspect's key messages and communications strategies.
- Work with the Executive and Management Network to identify issues that are likely to become media issues and represent a risk to Aspect's reputation; identifying appropriate responses and communication channels; prepare internal communications materials in conjunction with exec, relevant team members and PR consultant.

Relationship and Stakeholder engagement

- Work collaboratively with the Executive and managers to support and assist the development of communications plans for internal and where relevant, external audiences
- Work with the Aspect teams to implement effective communication activities for major projects, events or activities including but not limited to
 - Capital Works program
 - IT transformation
 - People, Culture and Safety
 - Finance
 - Autism Friendly
 - Fundraising
 - Policy
- Seek feedback about Aspect's internal communications from stakeholders.

External newsletter:

- Extends reach beyond the organisation by managing the external newsletter.
- Conveys Aspect's achievements, industry insights, and updates, fostering positive relationships and reinforcing the organisation's reputation.

Crisis management:

- In conjunction with the CMO, assists with crisis communication efforts, taking the lead on internal aspects of the plan.
- Develops communication plans, ensuring the dissemination of accurate and timely information to internal audiences.

Success Measures

- Aspect has clear and consistent internal messaging relating to all aspects of its work and practices
- Organisational and project Communications Plans are implemented
- Staff engagement improves over time
- Communication is seen as an indispensable partner to all business units

Team culture and development

- Contribute to and promote a team culture of continuous improvement, high performance and inclusive environment.

Portfolio functional development

- Contribute to continuous operational improvement through knowledge of Aspect's business, the external context, and contemporary practice in own area of expertise.
- Contribute to the development of the portfolio team collective knowledge and team spirit through participation in, and leadership of, learning and team building activities.

Safeguarding the people we support

Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support. Staff are expected to:

- follow safeguarding guidelines as outlined in Aspect's Safeguarding the People We Support policy and Code of Conduct.
- complete mandatory Code of Conduct training and implement into day to day operations and practice.
- be vigilant and maintain a heightened sensitivity to recognising signs of abuse, neglect or exploitation and escalate/report those signs/concerns.
- escalate/report other staff practices which deviate from policy/procedure.

Work health and safety

All staff are required to:

- take reasonable care of their own health and safety.
- comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with legislative requirements.
- report unsafe conditions or practices, and make suggestions to their manager on improving work, health & safety at Aspect.
- participate in the staff consultation process about work health & safety matters.
- understand and adhere to Aspect's Code of Conduct.

Reporting and Key stakeholders

Direct manager:	Chief Marketing Officer
Direct reports:	There will be no direct reports

Essential requirements

+8 years' experience in a Communications or similar role
Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
Proven track record in a communications role
Exceptional written and verbal communication skills.
Strong project management and multitasking abilities.
Ability to think strategically and contribute to the development of communication plans.
Familiarity with digital communication tools and social media platforms.
Crisis communication experience is a plus.
Collaborative and team-oriented with excellent interpersonal skills.
Creativity and an innovative approach to communication challenges.

Attributes and Capabilities

The following attributes and capabilities are needed to perform the role effectively.

Writing skills	You need excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees
Speaking skills	You also need strong speaking skills as you are likely to be called on to give presentations to staff. Internal communications managers need sensitivity to an organisation's goals and values and the ability to relay them to employees
Interpersonal skills	You need good interpersonal and relationship-building skills in order to work with other departments. You also need to possess the confidence to deal with senior executives and explain communication techniques to them.
Creative skills	You need the creative ability to devise communication strategies Digital skills: Familiarity with information technology, especially digital and video means of communication, is essential.

Functional capacity requirements	Note: Frequency refers to an approximate percentage of time in a typical shift or period on duty: Rarely: Up to 7% Occasionally: 8% to 33% Often: 34% to 66% Continuously: More than 66%	
	Requirement	
	Resilience to time pressure/workload	Often
	Sitting	Often
	Standing, Walking	Often
	Pulling, pushing, lifting <5kg, reaching, carrying	Rarely
	Fine motor skills – keyboarding, writing	Often