

**Join us and share our Vision:**

***'All people affordably housed in neighborhoods that support life opportunities'***

**Housing Choices Australia** (Housing Choices) is a leading and growing national not-for-profit housing provider. Our goal is to ensure that people are housed in inclusive communities and to create homes that encourage a sense of belonging. We own or manage more than 5,050 homes across Victoria, Tasmania, South Australia and NSW.

## **The Opportunity**

We are currently recruiting for a part time (3 days per week) Marketing and Communications Advisor to join our Tasmanian team for the next 12 months.

Reporting to the Marketing & Communications Business Partner in Melbourne, you will be responsible for supporting the delivery of marketing and communications best practice across the organisation. Working closely with the State Manager and their team, the Marketing and Communication Advisor (Tasmania) will initiate and develop integrated marketing and communication plans, in line with Housing Choices Australia's (national brand), mission, vision and business strategy, which you then project manage to execution.

The purpose of this role is to elevate and drive the profile of Housing Choices Tasmania (state office) amongst the community and key markets, sourcing through marketing and media opportunities as well as Safeguarding and enhancing the national and state brands' reputation amongst tenants. Our ideal candidate will be able to demonstrate a "Think National, Act Local" mindset and display sensitivity to the local needs for their portfolio, while understanding the importance of national brand adherence.

It is essential that you have a true understanding and appreciation for community housing, our organisation's mission and strategic purpose and be an actively contributing member to the smooth running of the national Marketing and Communication Team (based in Melbourne).

## **About You**

- Experience working for a values-driven Organisation
- Experience in a similar digital marketing and communications role
- Experience in strategic digital, social marketing and brand positioning
- Advanced skills in website content and social media platforms
- Outstanding customer service skills and previous experience in stakeholder
- Experience in online marketing such as SEO, SEM, AdWords, Analytics
- Excellent communication skills both written and verbal
- Creative and analytical thinker with a high level of attention to detail
- Highly-motivated and proactive
- Thrive working in a fast-paced environment, juggling multiple projects at once
- Ability to demonstrate superior business writing and copywriting skills
- Advanced level IT skills, including Microsoft Office, CRM systems, Creative Cloud and mailing platform such as Mail Chimp.
- Tertiary qualifications in Marketing, Communications or similar

### **What we offer in return**

- Income protection
- 14 weeks paid parental leave
- A day off on your birthday
- Flexible working arrangements
- Salary Packaging for living expenses, meal and entertainment expenses
- Excellent career development opportunities

Help shape Housing Choices social and affordable housing advocacy agenda through impactful and contemporary social and digital communication, media and marketing strategies influencing content creation.

If you have a passion to inspire social change then this is the role for you!

To attract, retain and develop talented people, we provide a culture that supports individuals to be their best with opportunities for career development. We embrace diversity and are proud our workforce reflects the community we serve. While this role is advertised as full time, we will consider requests to undertake the work flexibly.

*Please note that it is a requirement of this position that all appointments are made subject to a satisfactory National Police Check conducted by Housing Choices Australia and the successful post holder to provide a valid employee Working with Children Check.*

Applicants should include a covering letter outlining your suitability for the position and responding to the key selection criteria outlined in the position description. To obtain a copy of the position description please go to our website [housingchoices.org.au](http://housingchoices.org.au). For an informal discussion about the role, please contact Marguerite Cokalis, HR Advisor 03 8636 9433.