

Position Description: Head of Communications, Media & Marketing

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 that invest in, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	Head of Communications, Media and Marketing
Business Unit & Location	Communications, Media and Marketing, Sydney
Reports to	Chief Operating Officer
Direct reports	National Marketing Director Digital Communications Manager Media and Communications Manager Assistant (shared resource with Head of P&C)

Position Purpose	The Head of Communications, Media & Marketing is a senior executive responsible for leading and directing the Property Council's marketing, media and communications strategy. This position plays a crucial role in enhancing the organisation's brand, driving member engagement, and ensuring effective internal and external communications.
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Relationships	
Key Internal Relationships	Chief Executive Group Executive, Policy and Advocacy National Advocacy team Chief Financial Officer Executive Directors Head of People and Culture Head of Digital and Technology Commercial Directors including Senior Operations Leaders
Key External Relationships	Property Council members (particularly our Corporate Affairs Roundtable members) National and metropolitan media, and especially property industry media Media advisers to Federal ministers, shadow ministers and key agencies Allied advocacy and industry groups Federal Press Gallery, Canberra

Key responsibilities		
Key responsibility area	Key tasks	Measures of success
Team Leadership	<p>Provide visionary leadership to the communications, marketing and media team.</p> <p>Manage the team including establishing priorities, assigning responsibilities, recruiting, remuneration, setting objectives and development plans, and managing performance.</p> <p>Develop and manage the communications and marketing budget, ensuring effective allocation of resources to maximise ROI.</p> <p>Monitor expenditure and report on budget performance to senior leadership.</p>	<p>High staff engagement.</p> <p>Low staff turnover.</p> <p>People & Culture issues are managed in a timely and appropriate manner.</p> <p>Budget is met.</p>
Strategic Communications	<p>Create and implement a strategic internal and external communications strategy to support our one company culture, advocacy and reputational objectives.</p> <p>Compose internal staff communications for the CEO.</p> <p>Lead and deliver the communications initiatives within Our People, Our Plan.</p>	<p>Targeted plan aligned to the organisation's strategic goals and objectives.</p> <p>Effective initiatives that increase staff awareness and understanding of the organisation's strategic goals, measured through the annual engagement survey.</p>
Crisis Communications	<p>Develop and implement crisis communication plans to effectively manage potential issues and protect the organisation's reputation.</p> <p>Lead the communication efforts during crises, ensuring accurate and timely information dissemination.</p>	<p>Timely execution of crisis communication responses.</p> <p>Achieve a target of (at least) neutral feedback in media coverage and public commentary following crisis communication efforts.</p> <p>Conduct post-crisis to assess effectiveness and document learnings, incorporating improvements into future crisis plans.</p>
Media Relations	<p>Position the Property Council as a leader in relevant issues and debates.</p> <p>Act as the key adviser to the Group Executive Policy and Advocacy and the Chief Executive media matters.</p> <p>Produce media releases, media comments, opinion pieces and other collateral.</p> <p>Oversee the release of Property Council research and reports, including ANZ/Property Council industry survey and Office Market Reports.</p>	<p>Quality of media coverage and Property Council share of voice on key issues and advocacy priorities.</p> <p>Public profile and recognition of Group Executive Policy and Advocacy and Chief Executive.</p> <p>Timeliness of response.</p> <p>Proactive media engagement results.</p> <p>Quality of internal coordination and support.</p>

	<p>Initiate and coordinate 'whole of organisation' media projects and campaigns.</p> <p>Respond to media requests and opportunities.</p> <p>Develop and maintain strong professional and influential relationships with relevant media.</p> <p>Be an internal source of advice and best practice for our Divisional staff.</p> <p>Monitor the media environment.</p> <p>Report on our media performance.</p>	
Brand Management	<p>Oversee the development and management of the organisation's brand identity and positioning.</p> <p>Ensure consistency in messaging and visual representation across all channels and platforms.</p>	Strong brand position of the Property Council.
Marketing	<p>Oversee the creation and distribution of compelling content that engages target audiences and promotes brand messaging.</p> <p>Help develop marketing campaigns in support of our advocacy and industry image objectives.</p> <p>Lead key elements of the implementation of these campaigns.</p> <p>Engage closely with member organisations in campaign delivery.</p>	<p>Greater public and stakeholder recognition of the important community and economic contribution of the industry.</p> <p>Mobilisation of the industry around key messages.</p>
Property Australia and Corporate Communications	<p>Oversee the production, editorial and distribution of <i>Property Australia</i> in collaboration with other key staff and the Chief Executive.</p> <p>PnL responsibility for advertising revenue for all national corporate communications.</p>	<p>High quality content.</p> <p>Open and click through rates.</p> <p>Publications delivered to schedule.</p> <p>Advertising revenue meets budget.</p>
Digital and Social Media	<p>Oversee the content management of our website.</p> <p>Work with IT to further enhance our online communications platforms.</p> <p>Leverage data analytics to inform decision making and optimize digital strategies for maximum impact.</p>	<p>Integration of Property Council's public messages into our digital and social media platforms.</p> <p>Message quality.</p> <p>Speed of message delivery.</p> <p>Engagement growth rates.</p>
People and Culture	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Foster a culture of collaboration, accountability, and continuous improvement within the team.</p>	Consistent demonstration of an energised, collaborative, and growth mindset.

Position requirements	
Experience, skills and personal attributes	<p>10 + years of experience in marketing, communications and media, with at least five years in a senior leadership role.</p> <p>Superior verbal and written communication skills with ability to distil complex issues into easy-to-understand language.</p> <p>Demonstrated commercial judgement with experience in budget management and strategic resource allocation.</p> <p>Strong ability to work under pressure in a fast-paced environment and manage high-priority projects simultaneously.</p> <p>Experience in delivering effective marketing campaigns aligned to the organisation’s strategic goals.</p> <p>Strong understanding of digital marketing tools, analytics, and best practices.</p> <p>Excellent understanding of the media (including digital and social media) and the political process.</p> <p>Demonstrated ability to proactively develop and maintain networks and the gravitas to credibly interface with industry and political leaders, media and external stakeholder groups.</p> <p>Strong interpersonal skills and the ability to influence and inspire at all levels of the organisation.</p> <p>Commitment to fostering an inclusive and diverse workplace culture.</p>
Education	<p>Degree qualified in marketing, communications, journalism, PR or a related field; Master’s degree preferred.</p>
Essential requirements	<p>Irregular hours due to attendance at member events and stakeholder engagement in tune with the political and media cycles outside of normal working hours.</p> <p>Interstate travel required at times.</p>

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