

Position Description

Communications & Community Engagement Specialist

Position	Communications &Engagement Specialist
Team	Marketing & Communications Team
Role Classification	SCHADS 5
Employment Type	Part Time, Fixed Term Contract (2 years)
Hours	30.4 hours per week 0.8 FTE
Location	Hampton East (Keith Street Community House)/Sandringham - Onsite role (Bunurong Land) <i>From time to time the incumbent may be requested to work from, or be based at, other Family Life sites and locations.</i>
Reports To	Marketing & Communications Manager
Effective Date	September 2026

Overview of Program

Family Life is a specialist family services organisation supporting children, families, and communities across the Bayside Peninsula region and expanding areas in Melbourne's South East. We are dedicated to driving long-term, positive social change through evidence-informed, community-led initiatives.

The role supports Community Together, a neighbourhood development project that falls within our Creating Capable Communities program. The project brings together community members, local organisations and government partners to strengthen communities and improve long-term outcomes for children and families in targeted Bayside neighbourhoods.

Position Objective

As a key member of the Marketing & Communications Team, the Communications & Engagement Specialist drives effective communication, stakeholder engagement and brand visibility for initiatives that create positive community impact.

Working across communications, events and stakeholder relationships, the role promotes project initiatives, shares stories of impact, coordinates communication activities and supports community engagement efforts through both strategic planning and hands-on delivery. The role plays a key part in building awareness, strengthening relationships and amplifying community voices through effective and engaging communications.

This role does require willingness and flexibility to work outside standard business hours to support community events, consultations and project activities when required.

Key Responsibilities

The key responsibilities include but are not limited to the following:

Communications & Marketing

- Develop and deliver strategic external communication and stakeholder engagement plans in collaboration with the project team.
- Champion and apply the project's brand identity in all communication activities, ensuring alignment with organisational branding guidelines.
- Work closely with the wider marketing and design team to plan and coordinate inclusive, accessible content across digital, print and media platforms.
- Develop and disseminate community resources and communication materials, including toolkits, fact sheets, videos and digital content.
- Monitor and report on engagement, media coverage and performance metrics.
- Identify and manage community and stakeholder risks through proactive communication.
- Maintain accurate records of communication and engagement activity and prepare reports for management, stakeholders, and funders.

Engagement, Events & Partnerships

- Support the planning and delivery of community engagement activities, including surveys, focus groups, workshops and targeted community initiatives. Coordinate, promote and attend community and stakeholder events, consultations, workshops and forums, including out-of-hours and weekend activities where required.

- Build strong relationships with internal teams, community partners, and project participants.
- Ensure all engagement approaches are culturally safe, trauma-informed, inclusive, and accessible.
- Support collaborative impact partners to ensure consistent alignment with messaging, branding and style guidelines.
- Promote project activities, opportunities and impact through a multi-modal engagement strategy including events, collateral, communications and local advertising.
- Act as a visible and active presence at project activities and community events, capturing stories, gathering insights and supporting on-the-ground delivery of communications and engagement activities.

Project Planning & Support

- Support strategic planning, project development and implementation.
- Provide specialist insights to inform continuous improvement and strategic alignment.
- Contribute to operational planning and goals of both the Marketing & Communications team and Community Activation team.
- Track and report on key performance indicators and project outcomes.

Operational Requirements

- Reliable car and valid Victorian Driver's Licence.
- Flexibility to travel between Family Life sites across Bayside, Kingston, Port Phillip and occasionally Frankston.

Key Deliverables

- Comprehensive Communication and Engagement Plan
- Produce regular Stakeholder and Resident communications
- Project branding and associated style guidelines
- Promotional and engagement materials
- Coordinate & support delivery of community consultations, forums and events
- Reporting on metrics, insights and engagement outcomes

Key Selection Criteria

1. Minimum 5 years' experience in communications, stakeholder engagement, marketing or community development.
2. Strong writing, editing and content development skills across multiple platforms.
3. Demonstrated experience coordinating targeted campaigns, community events and engagement initiatives.
4. Strong project management skills with the ability to manage multiple priorities and stakeholders.
5. Willingness and flexibility to work outside standard business hours to support community events, consultations and project activities when required.
6. Demonstrated ability to balance strategic planning with hands-on delivery in a dynamic, community-focused environment.
7. Experience in supporting workshops, forums, consultations or digital events.
8. Strong interpersonal and communication skills, with the ability to build trust and respectful relationships.
9. High attention to detail in planning, recordkeeping and reporting.
10. Strong organisational skills with an ability to support multiple priorities within a collaborative team.
11. Proficiency with Microsoft Office; CRM experience desirable (especially Salesforce).
12. Adaptable, flexible and collaborative working style.

The Family Life Way

The six behaviours of **The Family Life Way** are at the heart of the work that we do; they inspire us to achieve the best results for our clients and the communities we serve. The Family Life Way exemplifies our commitment to supporting our people to produce quality services and outcomes.

Create Safety



- Safety for Clients and Peers
- Respect, Empowerment & Well-being
- Be Supportive
- Be Kind

Celebrate Difference



- Welcome Diversity
- Celebrate Difference Of Ideas
- All Community Members are Welcome at Family Life
- Share Knowledge and Experiences

Be Bold



- Fail Forward
- Lead By Example
- Ask Why?
- Ask for Feedback and Self-Reflect

Be Real



- Be the Best Version of Yourself
- Admit What You Don't Know
- Have the Hard Conversations, Respectfully
- Be Open and Honest

Dream Big



- Have Stickability - Persistence
- Think differently, Innovatively
- Be Adaptable
- Plan and Prioritise

Embrace Everyone



- Many Voices, One Purpose - To Transform Lives for Stronger Communities
- Collaboration
- Partnerships
- Be Inclusive and Encourage Participation

Additional Information

- Family Life is a youth and child safe organisation that values, respects, and listens to children and young people.
- All offers of employment are subject to a satisfactory Working with Children Check and Police Records Check.
- Family Life operates across multiple sites; therefore, it is essential that all employees hold a current and valid Victorian Driver's Licence.
- Family Life offers generous salary packaging benefits.
- All offers of employment at Family Life are subject to a six-month probationary period.
- Family Life is committed to providing a safe, healthy and friendly working environment.
- Family Life prides itself on being flexible and family-friendly wherever possible for the mutual benefit of employees and the organisation.
- Family Life expects all employees and volunteers to understand and behave in accordance with our principles, purpose, values and code of conduct.