



MANAGER, MARKETING AND COMMUNICATIONS

JOB & PERSON SPECIFICATION

FEBRUARY 2026

Position Description

Position Summary

Position Title:	Manager, Marketing and Communications	Primary Location:	Adelaide CBD
Division:	Office of the CEO	Industrial Instrument:	Non-Award
Department:	Marketing & Communications	Classification:	N/A

Job Summary

Working with a small team, the Manager, Marketing and Communications ensures the successful delivery of LHG's marketing and communications strategies, translating strategic direction into practical, high-impact outcomes.

The role is also responsible for the organisation's communications function, ensuring cohesive, timely and best-practice communication across all areas of LHG.

In partnership with the General Manager, Marketing and Communications, the Manager drives initiatives that strengthen LHG's brand, reputation and market presence, ensuring all activities align with organisational goals and values.

Reporting Relationships

Reporting to:	General Manager, Marketing & Communications
Direct reports:	<ul style="list-style-type: none"> • Senior Marketing Coordinator • Marketing & Events Coordinator
Key networks and relationships:	CEO Executive Team Department Heads

Key Responsibilities

Strategy & Campaign Management

- Lead the development and execution of annual marketing plans aligned with organisational strategy and goals
- Plan and coordinate integrated campaigns to enhance brand visibility and engagement across multiple channels
- Monitor campaign performance metrics and report on effectiveness

Team Leadership

- Manage and support the members of the marketing team, fostering a collaborative and accountable team culture
- Oversee task allocation, project timelines, and workload balancing

Internal & External Communications

- Act as the central point of oversight for all internal and external communications, approving high-impact content and ensuring quality, consistency, and alignment with the organisation's values and brand tone
- Develop high-level, impactful communications for organisational updates and strategic projects, supporting transparency and engagement
- Develop communication plans for strategic and integration projects to ensure staff, residents, families and external stakeholders are informed, engaged, and aligned
- Manage the organisational communications calendar to ensure the timely delivery of internal and external communications

Communications Governance

- Contribute to the development of organisational communications frameworks and governance to guide messaging, approvals, and organisational communication standards
- Provide advice and training on communication best practices across departments, ensuring consistent messaging that upholds the organisation's reputation and supports the organisational strategy

Public Relations

- Develop briefings for media coverage on specific topics, ensuring timely and effective responses
- Collaborate with PR agency to lead public relations efforts, including media outreach, press releases, and PR campaigns aimed at enhancing brand reputation

General Requirements

All Lutheran Homes Group (LHG) employees will:

- Devote their time, attention and skills as necessary to carry out the duties of their position to the best of their ability
- Act honestly, responsibly, and within delegated authority
- Maintain a commitment to adhering to all relevant requirements set out in:

- the [Aged Care Quality Standards](#)
- the [Code of Conduct for Aged Care](#)
- the [Work Health Safety Act 2012 \(SA\)](#)
- the [RTW Act 2014 \(SA\)](#)
- Adhere to all LHG policies, codes, and procedures
- Meet the requirements of all professional conduct standards and act consistent with LHG values
- Raise concerns re any potential misconduct or breach of policy, code or procedure as soon as reasonably practicable, and in accordance with LHG policy and guidelines
- Follow the reasonable and lawful directions of management
- Seek new and better ways of doing things and work collaboratively in developing and implementing improvements
- Be willing to work across other LHG sites, as may be reasonably required
- Maintain the privacy and confidentiality of consumers and organisational information
- Declare any actual or potential conflicts of interest promptly
- Use their best endeavours to actively promote LHG, its interests and reputation
- Responsibly use all resources, considering costs and environmental impact

Working Safely

Employees must:

- Take reasonable care to ensure that their acts or omissions do not adversely affect the health and safety of other persons
- Report hazards, accidents, injuries and 'near miss' incidents to their manager immediately and complete any safety related documentation within 24 hours. Assist in incident investigations, and risk mitigation as required
- Actively participate in consultation regarding matters that may affect their health and safety
- Work collaboratively to assist workers to remain at or return to work as soon as possible following injury or illness

Special Conditions

- This role is considered a NDIS risk assessed role and a current NDIS Worker Clearance is required
- A current Australian driver's licence (P2 or above) and a willingness to drive is essential

Skills, Experience and Knowledge

Qualifications:

- Tertiary qualifications in Marketing, Communications or Public Relations - Highly Regarded

Experience:

- Demonstrated success in developing and delivering marketing and communications strategies and campaigns that align with organisational goals
- Strong copywriting and editing skills, with the ability to adapt style and tone to diverse audiences while upholding brand values

- Proven leadership experience, including managing, mentoring, and inspiring a small team, and fostering a culture of collaboration and accountability
- Knowledge of public relations principles and media engagement
- Experience in stakeholder communications, with the ability to develop communication plans that support organisational change, integration projects, and high-impact announcements
- Understanding of communications governance and best practice, ensuring consistent standards, approvals, and frameworks that protect and enhance organisational reputation

Skills / Aptitude:

- Strategic thinker with strong problem-solving skills
- Strong attention to detail with a commitment to quality
- Excellent interpersonal skills with the ability to engage confidently across diverse stakeholder groups
- Adaptability and resilience in a dynamic environment

Knowledge:

- Microsoft Suite
- SharePoint
- HubSpot



HOW TO APPLY

Applications including a cover letter and CV should be addressed to Bernie Dyer. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8827.

Please Note

Your application will be automatically acknowledged by a return email.