



POSITION DESCRIPTION

Communications & Branding Lead

Position	Communications & Branding Lead
Employment	Permanent, Full/Part Time (0.6 FTE to 1.0 FTE)
Location	Hybrid (Melbourne Office/Remote)
Reports to	Managing Director

ORGANISATION

The BelRose Group is a dynamic and results oriented business with extensive experience in leading, coaching and developing executive teams to achieve corporate objectives.

The BelRose Group works with a diverse range of clients across Australia and specialises in Organisational Redesign, Strategy, Executive Remuneration & Benefits, Workplace Investigations, Recruitment & Selection, Scribing, Workers Compensation and Industrial/Employee Relations (including representation in the Fair Work Commission and WorkSafe).

The BelRose Group is a boutique organisation specialising in Strategy and People & Culture, with extensive experience in:

- Organisational Redesign
- Strategic Planning, Strategy Development & Implementation
- Team Building & Leadership Coaching
- HR Strategies Formulation
- Employer of Choice initiatives
- Contract Development & Negotiations
- Recruitment & Selection
- Industrial Relations expert
- Change Management
- CEO/People Leader
- Board Governance
- Business Improvement
- Audits & Investigations
- Mediation and Facilitated Discussions
- CEO Key Result Area development
- Employment contracts
- Scribing
- Employee Relations & Retention
- Operations Management
- Policy & Programme Development
- Performance Management (Development of Frameworks, educating management & staff and coaching for management)
- Staff Development Programs
- Learning & Development Frameworks (development & delivery)
- Competency, Classification & Capability Frameworks
- Training, Mentoring, & Coaching
- Job Design, Evaluation & Remuneration Specialist
- Governance and Compliance
- Employment Legislation, Regulation and Award interpretation
- Workplace Investigations
- Workers Compensation complex case management
- Behavioural profiling



VALUES

Kindness	Friendly, generous, and considerate to others and yourself
Respect	Value and honor others, recognise everyone is different
Choose Your Attitude	Demonstrate a positive approach, appropriate behaviours and teamwork
Honesty	Be truthful and trustworthy
Customer Centric	The BelRose Group client is the core of everything we do to ensure the delivery of a positive experience and to maintain long-term relationships

POSITION

As a valued member of **The BelRose Group**, own The BelRose Group's brand, narrative and channels. In collaboration with the Managing Director lead strategy, produce content, and campaigns that grow reputation, relationships and revenue. Act as the brand guardian, ensuring every communication touchpoint is clear, inclusive, compliant and on-brand.

DUTIES

Primary Tasks

Design and develop BelRose-branded documents including flyers, brochures, recruitment candidate packs, business plans and capability statements.

- Utilise creative fair to develop and format collateral, ensuring branding consistency.
- Produce the BelRose community newsletter, from collaborating with BelRose technical leaders for drafting content to layout and Mailchimp distribution.
- Maintain and update the BelRose website with current information, blogs, and service offerings.
- Draft and edit short articles, case studies, award entries, tenders/EOIs, proposals and presentations for use with clients and external stakeholders.
- Manage distribution lists, send client communications and apply simple audience segmentation and testing.
- Plan and post regular updates on all BelRose social media platforms.
- Respond promptly to comments and messages on social media channels.
- Prepare and run small paid social campaigns when required, ensuring basic targeting and budget controls are in place.
- Support the Managing Director and Heads of Industrial and Employee Relations with ad-hoc communications (letters, correspondence, reports, slide decks, special projects).



- Assist in preparing strategic, operational and business plans, slide decks.
- Proof read, brand, format and edit internal and external documents.
- Develop branded marketing collateral and maintain stocks levels in Melbourne, Darwin and Tasmania.
- Coordinate, analyse and develop client Employee Survey Reports (Survey Monkey).
- Track and record simple measures each month (website enquiries, newsletter open and click-through rates, social engagement).
- Work with the BelRose team to identify and write up short stories, testimonials and case studies that showcase BelRose client work.
- Provide back up support to the Operations Manager for scribing services.
- Ensure respectful and appropriate communication when working with the broad spectrum of BelRose clients including Aboriginal and Torres Strait Islander peoples and organisations, including acknowledgements where required.

ATTRIBUTES

- First and foremost, align yourself with **The BelRose Group Values**.
- Foster a team approach to problem solving.
- Provide effective communications that promotes positive relationships across The BelRose Group suite of clients.
- Support a collaborative workplace culture.
- Be flexible, fun and have a can do attitude.
- Ensure compliance with work health and safety legislation.
- Contribute to The BelRose Group continuous quality improvement and organisational growth.

SELECTION CRITERIA

Essential Qualifications & Experience

- Qualifications in marketing, communication, graphic design or relevant sound experience
- Advanced experience in Mailchimp, Adobe, Canva and similar products
- Website development and/or administration experience
- Highly competent in MS Office 365
- Advanced MS Word skills: to produce comprehensive Word reports and PowerPoint slide decks

Knowledge, Skills & Abilities

- Outstanding interpersonal and communication skills.
- Ability to work autonomously and deliver to agreed timeframes and expectations.
- Highly developed written and verbal communication skills.
- Ability to maintain high level confidentiality.
- Excellent attention to detail.
- Ability to make good decisions.



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The BelRose Group



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APPROVAL

Belinda Beltz

Dated: September 2025

Managing Director



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