

	Position description
Position title	Communications Graduate
Status	Fixed term, full-time
Classification and remuneration (Remuneration EBA only)	Level 2.1
Hours of work	38 hours 5 days per week
Region	North
Primary location	Fawkner – you may be required to provide support across the different GMCT sites from time to time to support business continuity.
Date PD adopted	September 2025

Our organisational environment

At The Greater Metropolitan Cemeteries Trust (GMCT) we believe in caring for our communities with dignity and compassion.

GMCT is comprised of three regions (north, east and west). Corporate functions and administration are conducted from the head office, located at Fawkner Memorial Park. We recognise that our industry sector is not immune to change and is being shaped by a number of trends. We are in a strong position to respond to these trends and require a workforce that is agile, resilient and up for change and innovation.

Our purpose

We provide the final care for your loved ones, with dignity and kindness. We respect all peoples, our heritage, our communities and the environment.

Our vision

Our peaceful places and compassionate support provide solace and belonging so families and friends can cherish and preserve the lasting memories of their loved ones.

Our values

Our values are a description of the way we see the world and what is most important to us. They are the principles that guide and shape the way we think and act. This includes the way we provide services to our customers, the way we treat each other within the organisation and the way we relate to the wider community.



Whenever our support is needed, we are ready to be there, responding with sensitivity and kindness.

We consider every situation to be unique and strive to understand the needs of customers and colleagues so we can put them at the heart of everything we do.



We respect the rights, traditions and beliefs of every individual, family, community, and culture we work with.

We respect, support and recognise our colleagues so we can empower one another to do the same for the communities we serve.



We have courage to hold ourselves to account, and recognise our individual and collective responsibility for ethical, honest, and considered conduct.

We hold ourselves and each other to the highest standards of professionalism and compliance.



Our cemeteries and memorial parks have been here for generations, and will be here for generations to come.

We use our resources wisely, plan effectively, and look after our environment and ourselves to ensure that GMCT contributes to a more sustainable future.

1. Position organisational relationships

The Communications Graduate supports GMCT's aspiration to be trusted advisors to all Victorians through their experiences of life, death and grieving with clear, useful and impactful information delivered through a range of channels and touchpoints, in line with the defined organisational Brand Strategy.

The role is an integral part of the Communications and Marketing team and wider Customer Directorate, supporting the delivery of all communications activities for GMCT to drive awareness of GMCT initiatives, strengthen internal and external brand awareness, and foster positive engagement.

This role has the following organisational relationships.

Accountable to:	Communications Manager
Supervises:	No direct reports.
Internal Liaisons:	Communications and Marketing team, wider Customer Directorate
External Liaisons:	Community members, Community groups, Community Advisory Committee, GMCT stakeholders, GMCT customers, Consultants, Contractors, Suppliers.

Position context

GMCT is a community-led, not-for-profit organisation, that provides compassionate care for all via the provision of inclusive memorial parks and culturally sensitive value offerings that meet the needs of Victoria's diverse communities.

The Communications Graduate Role will support the Communications team to develop and implement internal and external communication plans in line with the organisation's strategic and operational objectives.

2. Position objectives

The primary objective of the role is to work collaboratively with the Communications Team to support the development and implementation of internal and external communication plans in line with the strategic and operational objectives of the organisation.

Undertaking other duties in the best interests of the organisation within the capacity, qualifications and experience normally expected from persons occupying positions at this classification.

3. Key responsibilities

The Communications Graduate will:

- Support the Communications Team in planning and delivering clear and compelling internal and external communications campaigns aligned to operational and strategic priorities.
- Contribute to strategic planning related to communications, brand and/or marketing as required.
- Develop content for GMCT's social and digital communications platforms and channels as required.

- Manage signage requests including developing copy, working with the Graphic and Multimedia Designer, and liaising with external contractors to produce signage as needed.
- Work across the enterprise to understand communication needs and support the communications team to deliver this work as agreed.
- Assist in the management of the Customer Directorate page on Myhub to ensure information is up to date and aligned to the needs of all Directorates.
- Contribute to a cohesive, collaborative, values-based team within the Customer Directorate and across the broader organisation, modelling GMCT's values.

4. Key capabilities

Essential capabilities	
Capability	Proficiency level
Customer centricity – Has the customer experience at the forefront of every decision and action	Foundational
Collaboration – Builds and maintains positive relationships to enhance productivity and increase customer satisfaction	Foundational
Communicating with influence – Engages and inspires others through clear, timely, accurate and persuasive communication	Foundational
Innovation – Actively seeks out to create and take advantage of opportunities to improve business performance and the customer experience	Foundational
Accountability and results focus – Plans effectively and takes accountability for behaviour and results	Foundational

**PLEASE NOTE: The key capabilities will be further explored in the interview process*

5. Qualification, Relevant Skills and Experience

Qualifications and experience

- Completed or working towards tertiary qualification in Communications or other related discipline.

Skills / abilities

- Excellent written and verbal communications skills.

- Demonstrated ability to maintain positive relationships with key stakeholders and engage collaboratively across the organisation.
- Strong attention to detail.
- Able to take initiative and work autonomously.
- Strong problem-solving skills, sound judgement and ability to maintain confidentiality.

Other requirements

- Proficient in Microsoft Office suite of programs.
- Current Victorian Driver's license.
- Flexibility to work outside of standard business hours on occasion, as required

6. Key selection criteria

Applicants must address the following criteria in writing to be considered for this position. All selection criteria are essential.

- Completed or working towards tertiary qualification in Communications or other relevant discipline.
- Excellent written and verbal communication skills.
- Ability to build strong working relationships with both internal and external stakeholders.

7. Relevant physical requirements

Requirements	Frequency of occurrence (Check box where appropriate)				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	
Weights and forces					
Lifting from floor to waist (<5 kg per item)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lifting at waist height (<5 kg per item)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lifting waist to above shoulder (<5 kg per item)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Carrying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pushing (trolley weighing up to 50kg)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pulling (trolley weighing up to 50kg)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Moving equipment and/or furniture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Holding or supporting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Above shoulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Whole body and lower limb movement					
Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Staff encouraged to alternate sit/stand for
Sitting - at desk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sitting – vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Walking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walking – whilst carrying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Walking – on uneven ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Climbing – stairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Climbing - ladders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Driving – passenger vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Computer – desktop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Computer - laptop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Squatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Kneeling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Upper body and upper limb movement					
Reach - forward (>30cm from body)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reach - side (>30cm from body)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Reach – above shoulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Gripping or grabbing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bending neck - looking up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bending neck - looking down	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rotating neck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bending spine - forward	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Bending spine - backward	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Twisting spine to side	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Writing with pen or pencil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Typing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Requirements	Frequency of Occurrence (Check box where appropriate)				Comments
	Rarely 0% to 5%	Occasionally 6% to 33%	Frequently 34% to 66%	Regularly 67%-100%	
Sensory					
Hearing – holding direct conversation and telephone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Hearing – alarms, signals, disturbance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Visual – read printed material, signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Visual – read computer screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Visual - driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other					

8. Declaration

A medical examination is required to ensure that you are placed in a position in which the duties required are safely within your capacity.

You are required under Section 41 of the Workplace Injury Rehabilitation and Compensation Act 2013 (“the Act”) to disclose all pre-existing injuries or diseases suffered by yourself and which you are aware may be affected by the nature of the proposed employment. The failure to disclose, or make a false or misleading disclosure, of a pre-existing injury or disease means that any recurrence, aggravation, acceleration, exacerbation and deterioration of the pre-existing injury or disease as a result of employment with Greater Metropolitan Cemeteries Trust does not entitle you to compensation under the Act.

I have read and understood the requirements of this role and declare that I am able to perform the inherent requirements of the role outlined within.

Communications Graduate

Signature

Print Name

Date