

POSITION DESCRIPTION

POSITION TITLE:	COMMUNICATIONS MANAGER
INCUMBENT	VACANT
REPORT TO:	NIL
DIRECT REPORTS:	GENERAL MANAGER STRATEGIC DEVELOPMENT
DATE:	JANUARY 2019

THE ENVIRONMENT

1. Background and Business Environment

Transport Certification Australia (TCA) is a national government body responsible for providing assurance in the use of telematics and related intelligent technologies, to support the current and emerging needs of Australian Governments.

TCA's mission is to provide assurance to governments, industry sectors and end-users in the use of telematics and related intelligent technologies to enable improved surface transport outcomes in productivity, safety and efficiency to be realised.

TCA provides three broad categories of service, providing opportunities to realise positive outcomes through the deployment of telematics and related intelligent technologies:

- Advice founded on a demonstrated capability to design and deploy operational systems and services as enablers for reform
- Accreditation in the type-approval and certification of systems and services that give confidence to all stakeholders
- Administration of programs for, and on behalf of Members and other relevant stakeholders.

TCA upholds and promotes the principles of the Policy Framework for Intelligent Transport Systems in Australia, which has been endorsed by Australian Governments.

2. Our People

TCA promotes a culture of professionalism, innovation and integrity, with a commitment to accountability, quality and excellence in the delivery of all TCA programs and services.

We recognise the unique skills and abilities of each individual, who come from a wide range of disciplines and backgrounds, to become a vital element of the TCA team.

We support our people through ongoing development and learning opportunities, and create a supportive team environment for all our staff. We strive to be an employer of choice.

TCA welcomes the opportunity to work with enthusiastic and committed people interested in what is an emerging area of strategic interest for Australian governments and other stakeholders.

THE ROLE

3. Purpose of the Role

Reporting to the General Manager, Strategic Development, the role of Communications Manager is to ensure all communications from TCA are professional, of an extremely high quality, and support TCA's strategic goals.

4. Major Responsibilities / Accountabilities

- Generate high-quality written material – distilling complex technical subject matter – with an emphasis on readability, accuracy and timeliness
- Tailor and craft communication messages to meet the needs of specific target audiences
- Support and work directly with the General Manager, Strategic Development, to pro-actively communicate TCA's strategic orientation and Triple A services to external stakeholders
- Be a key interface between TCA and external stakeholders
- Manage the preparation of monthly reports for projects and identify risks (together with appropriate mitigations)
- Manage all aspects of TCA's website, including a quarterly review of existing content (to ensure accuracy and currency), and leading the preparation, review and approval of new content
- Monitor media coverage relevant to TCA's Strategic Plan, provide daily Advice, Accreditation and Administration services, and prepare periodic reports to the TCA Board
- Manage email distribution lists to enable the communication of messaging and information to specific stakeholders groups (ie by policy area, transport mode etc)
- Provide internal support services for senior personnel and the TCA Corporate Management Group
- Manage the use and conformance of all TCA branding and trademarks (including the use of branding and trademarks by third-party organisations which have been granted certification and/or type-approval)
- Review public facing content and materials prepared by certified service providers, and suppliers of type-approved systems, for accuracy prior to publication
- Lead and promote TCA's presence at events, industry conferences and trade shows, and negotiate speaking opportunities at events across policy areas and industry sectors
- Lead the content development and layout of TCA's public facing materials
- Prepare content and layout for PowerPoint presentations
- Develop and maintain the TCA Communications Strategy and the TCA Style Guidelines
- Professionally and enthusiastically perform other duties, as directed from time to time.
- Exercise diligence when making decisions, adhering to the requirements outlined in the Delegations of Authority
- Maintain and adhere to Quality Systems processes and procedures associated with the role

5. Key Stakeholder Interfaces

Internal

- General Manager, Strategic Development
- TCA Corporate Management Group (CMG)
- Project Managers.

External

- Austroads Communications Manager
- Media outlets and journalists
- TCA Member organisations
- Other government organisations
- Telematics Industry Group (TIG)
- TCA Certified Service Providers and suppliers of type-approved systems
- Other national government bodies
- Other key stakeholders where necessary.

THE PERSON

6. Qualifications, Knowledge and Experience

- Qualifications in communications, media, public affairs or similar
- Experience in successfully performing a communications/media-related role
- High level writing abilities, with demonstrated capability to write concisely and articulate messages to specific audiences, coupled with an emphasis on timeliness and quality
- Ability to work in both a strategic and operational setting, with a demonstrated capability to manage ambiguity by prioritising work and effort effectively to meet deadlines
- Experience in managing project deliverables and budgets
- Experience working with website content management systems
- An appreciation of the intricacies of working with Government and the private sector.
- High level of attention to detail
- Excellent administrative skills
- Excellent interpersonal and negotiation skills
- Strong computer skills, particularly with Microsoft Office applications
- Willingness and interest in learning new skills.

7. Personal Qualities

- Actively practicing teamwork and collaboration across the organisation
- Proven capacity to work independently and to manage stakeholder expectations
- Ability to self-manage
- High level of personal integrity
- Projection of a professional image
- High focus on producing quality work at all times