



Position Description

Position title:	Senior Communications Officer
Entity:	Austroads
Division:	Communications
Job Type:	Full time
Location:	Melbourne Office
Reports to:	Communications Manager
Responsible GM:	General Manager Programs
Direct reports:	Communications Officer
Date reviewed:	November 2022

Organisational Context

Austroads is the association of Australian and New Zealand transport agencies.

We provide authoritative, practical and impartial advice, information, tools and services to help our members to deliver safe, efficient and reliable mobility to their customers.

We also deliver value to a range of other key stakeholders across government, industry and communities, where there is a demonstrated societal benefit to do so.

Austroads comprises several business activities, including the core Austroads work program, the National Exchange of Vehicle and Driver Information System (NEVDIS), and Transport Certification Australia (TCA).

Our teams are located across Australia and New Zealand. We work in an integrated and collaborative way, along with external consultancies and other partners, to ensure our products and services are delivered successfully and maximise value.

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

We recognise the unique skills and abilities of each individual, who come from a wide range of disciplines and backgrounds. 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.

Austroads takes inclusion and diversity seriously. We embrace difference and diversity of identity, experience and thought, and actively strive for inclusive behaviours across our company and our work.

The Role

Position Purpose

The Senior Communications Officer drives and implements strategic, multi-channel communications for Austroads including internal, corporate and stakeholder communications. The role develops and implements communication strategies to support a broad range of services, projects, and programs. The role ensures communication aligns with our style, tone and brand guidelines.

The role has a strong focus on communicating technical information and data services to external stakeholders. It requires initiative and judgement to develop strategic solutions to address opportunities and challenges.

Key success factors are exceptional writing skills, the ability to communicate complex technical information in plain English, attention to detail and the ability to provide expert advice and support to multiple stakeholders. The role requires the ability to effectively prioritise and execute deliverables with limited supervision.

This role will work closely with the Austroads Communications team who are largely based in Sydney.

Major Responsibilities/ Accountabilities

The role is responsible for:

- Providing communications advice to ensure consistency of key messages produced and delivered in a format, style and tone appropriate to the context and audience, and develop communications strategies to enhance and protect the reputation of Austroads with stakeholders and the public. This includes communicating policies and policy changes and technical services.
- Developing, publishing and promoting accurate, engaging and timely communication collateral across all channels including website, social media, email, print, audio-visual, media, events and corporate communications.
- Developing and maintaining an understanding of the broad work Austroads, TCA and NEVDIS and a capacity to assist all units as required.
- Contributing to Austroads strategic communications plan.
- Identifying and negotiating a presence at industry events and conferences including negotiating speaking opportunities, and sponsorships.
- Coordinating and attending industry events and conferences, developing presentations and speech notes, coordinating booth design, representing Austroads, TCA and NEVDIS at events.
- Managing and mentoring direct report and managing freelance contractors (as needed) and external media service providers to ensure communications activity is well planned, delivered on time, professional and consistent.
- Analysing and reporting on media and communications performance across platforms using a variety of analytical tools, to determine effective activities and recommend improvements to performance, awareness, and engagement.

Key stakeholder interfaces

Internal

- Communications Manager and Communications Team
- TCA General Manager Strategy and Delivery
- TCA Strategy and Delivery
- Austroads General Manager Operations
- Austroads Programs and research project teams

External

- Australian and New Zealand transport agencies and road managers
- Telematics and other vehicle technology service providers and suppliers
- Heavy vehicle operators
- Peak industry bodies
- General stakeholders.

The Person

Qualifications, knowledge, and experience

The position requires high level communication skills, ensuing communication collateral is appropriate, accurate, timely, and engaging, working with independence and limited supervision, and managing conflicting priorities and requirements for resources.

The Senior Communications Officer will possess:

- exceptional oral and written communication skills, including editing
- experience communicating technical information clearly and accurately
- experience coordinating, delivering, and evaluating multi-channel communication strategies
- experience negotiating and coordinating corporate sponsorship and presence at industry events
- advanced Microsoft Office skills including Word, Excel and PowerPoint
- experience using Adobe Creative Suite software including Photoshop, Indesign, Illustrator and Premier Pro
- experience updating website content and exposure to website content management systems
- knowledge of Google Analytics and other reporting systems
- knowledge of and an understanding of ways different people consume information, and the different communication needs of different stakeholder groups
- experience mentoring and managing staff and contractors
- experience negotiating project timeframes and building strong organisational relationships.

Communication or marketing qualifications will be highly regarded.

Personal qualities

The incumbent will need to present a professional image and build strong relationships across the enterprise. Specifically, the role requires:

- a service focussed approach
- self-management and personal leadership
- sound judgment and problem-solving skills
- strong networking and teamworking skills
- a culture of task delivery and project closure
- an eye for detail
- an ability to translate strategy into action
- an interest in graphic design and communication
- a commitment to ongoing professional development and learning
- comfort working in an environment which is constantly evolving
- professional ethics and integrity.