

Position Description



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| Position Title | Senior Communications Officer – Stakeholder Engagement and Media |
| Entity | Austroads |
| Division | Communications |
| Job Type | Full-time (1.0FTE) |
| Location | Melbourne/Sydney Office |
| Reports to | Communications Manager |
| Responsible GM | GM Programs |
| Direct Reports | N/A |
| Date Reviewed | January 2024 |

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 Stakeholder Engagement and Media Officer develops and delivers media and communications strategies to shape public and stakeholder debate about Australasian transport operations and policy.

The role is responsible for raising Austroads' public profile as a leading voice in road transport on mobility, road safety, transport infrastructure and resilience, and in relation to Austroads' programs of work. The incumbent will build relationships with the media, proactively identify media opportunities, and advise project teams on stakeholder engagement.

Major Responsibilities/ Accountabilities

The role is responsible for:

- Developing communications strategies on priority policy and project issues in collaboration and alignment with multiple internal stakeholders.
- Collaborating with project teams to help identify stakeholders, understand stakeholder contexts and needs, and develop stakeholder communications strategies that support behaviour change and policy shifts.
- Translating complex policy topics into compelling media releases, website copy, speaking points, social media posts, opinion pieces, video scripts and other communications assets.
- Building and maintaining excellent relationships with key media outlets, trade and industry associations, academia, and other groups with an interest in road transport. This requires proactive outreach to develop these relationships and the use of multiple channels.
- Representing Austroads as a media contact, providing a trusted source for media stakeholders, and providing media counsel to Austroads leaders.
- Mitigation of potential reputational damage to the organisation through strong issues identification and management. Overseeing the preparation of responses to significant issues.
- Establishing campaign or project performance indicators and reporting relating to communications activities to drive and track performance.
- Coaching and advising the Communications Team, to upskill in relation to media strategies and communications.
- Note: some travel within Australia and New Zealand may be required.

Key stakeholder interfaces

Internal

- Reports to the Communications Manager and collaborates with the Communications Team
- Austroads Chief Executive
- General Manager Programs
- General Manager Operations
- Austroads Program Managers, Project Managers and project teams

External

- Australian and New Zealand transport agencies, transport regulators and road managers
- Journalists and other media stakeholders
- Peak industry bodies
- Training organisations
- Heavy vehicle operators

- Telematics and other vehicle technology service providers and suppliers
- Other stakeholders as identified.

The Person

Qualifications, knowledge, and experience

The Senior Stakeholder Engagement and Media Officer will possess:

- Exceptional communication and strategy skills, with a capacity to build relationships with journalists and other opinion leaders.
- Experience working in communication in a public policy environment, and an understanding of the challenges of communicating policy change with a complex stakeholder base.
- Exceptional oral and written communication skills.
- Experience coordinating, delivering and evaluating multi-channel communication strategies.
- Experience responding to media inquiries and building effective relationships with journalists and media analysts.
- Experience identifying and categorising stakeholders and understanding the different communication needs of different stakeholder groups.
- Experience identifying emerging risks and counselling senior stakeholders on communication strategies to mitigate risk.
- Microsoft Office skills including Word, Excel and PowerPoint.
- Experience negotiating project timeframes and building strong organisational relationships.
- A knowledge of government decision-making processes and procedures would be highly regarded.
- A communication or marketing qualification would be highly regarded.

Personal qualities

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

- A service focussed approach
- Self management and personal leadership
- Sound judgement 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
- A commitment to ongoing personal development and learning
- Comfort working in an environment which is constantly evolving
- Professional ethics and integrity.