

Position Description

Associate Director Media Engagement

OFFICIAL



Australian Government
Infrastructure Australia

Agency	Infrastructure Australia
Division/Branch/Unit	Office of CEO
Location	Sydney
Date of Approval	January 2023
Agency Website	https://www.infrastructureaustralia.gov.au/

Agency overview

Infrastructure Australia is an independent statutory body with a mandate to prioritise and advise on nationally significant infrastructure. Infrastructure Australia provides independent research and high-quality advice to all levels of government, as well as investors and owners of infrastructure, on Australia's requirements for nationally significant infrastructure. The general functions of Infrastructure Australia are detailed in the *Infrastructure Australia Act 2008*.

The Office of the CEO:

- provides governance, reporting, logistical and administrative support to the CEO with the aim of enabling the position to engage effectively with key stakeholders and make well-informed and timely decisions about IA's operations
- is responsible for external engagement with Infrastructure Australia's diverse stakeholder groups (including government, industry, the community and media)
- is responsible for internal engagement with its employees, ensuring that Infrastructure Australia operates at the best possible level of capability and positioning Infrastructure Australia as an employer of choice in both the Infrastructure and Government sectors

Primary purpose of the role

The Associate Director Media Engagement plays a key role in enabling Infrastructure Australia's proactive and effective engagement with its diverse suite of stakeholders including media, Government, private sector entities and the public. Working closely with the Director – Communications & Engagement, the position is responsible for promoting and influencing public debate on infrastructure in Australia through the media and other channels in support of the organisation's strategic objectives.

The ideal candidate will have strong relationships with national infrastructure and political journalists, a proven track record of developing and executing successful media strategies, good understanding of the political landscape in Australia and strong experience in reputation management and proactively identifying and managing issues.

Key Responsibilities

- Support the Director – Communications & Engagement by managing communications and engagement plans for each of Infrastructure Australia's key stakeholder groups; collaborating with externally facing positions across Infrastructure Australia

- Research and develop proactive story pitches to achieve Infrastructure Australia's media objectives and enhance reputation.
- Lead the development, execution and evaluation of communication and media campaigns for public launches, including the development of key messages and products, and managing emerging media and communications issues, including dealing tactically with day-to-day issues and media inquiries as well as effectively identifying and managing risks
- Provide briefings and advice to the CEO and executive about media issues, strategies and media engagements
- Develop a variety of compelling content communications and stakeholder engagement deliverables to inform and support effective engagement with the media and stakeholders (e.g. speeches, web content, policy documents, fact sheets, op-eds, newsletters, press releases and presentations, and briefing documents and reports)
- Develop strong working relationships across a range of stakeholders both internally and externally to enhance IA's reputation
- Support the team with regard to its responsibilities to Parliament including Senate Estimates, correspondence with the Minister's Office, Questions on Notice and appearances at Senate Inquiries
- Lead the day-to-day management of Infrastructure Australia's brand including the maintenance of brand guidelines and the production of publications, and oversee Infrastructure Australia's mass communication channels including the website, e-newsletters and social media in line with the Corporate Affairs strategy and brand guidelines
- Monitor media and proactively track all relevant media coverage to inform the development of communications outputs, advice and briefing to Infrastructure Australia leaders regarding external engagement activities
- Prepare engaging, high quality and strategically aligned messaging and content across traditional and digital media channels, within a fast-paced, dynamic environment.
- Manage Infrastructure Australia's online presence, including the website, social media accounts and email communications, drawing on external providers as required, ensuring alignment with Infrastructure Australia's brand and Corporate Affairs strategy.

Essential Requirements


- Tertiary qualifications in a relevant discipline and/or significant experience in senior media, Public Relations or Communications roles
- Must be an Australian Citizen
- Strong media-savvy, political acumen and demonstrated experience successfully engaging political and senior government stakeholders
- Demonstrated ability to identify, engage and maintain productive relationships with key stakeholders across a range of industries with diverse and potentially competing interests
- Strong communication skills and an ability to engage effectively with diverse stakeholders using a range of channels and media
- Demonstrated ability to collaborate across functions to achieve shared goals and to translate organizational goals into stakeholder engagement strategies and communications plans
- Demonstrated ability to develop and execute effective communication and engagement strategies

Infrastructure Australia values and supports workforce diversity. We encourage applications from Aboriginal and Torres Strait Islander people, people from diverse cultural backgrounds and people with a disability.


Key relationships

Who	Why
Internal	
Director Communications & Engagement	<ul style="list-style-type: none"> Manages the Associate Director – Communications & Engagement
Stakeholder relationship owners (CEO; Chief of Policy & Research; Chief of Project Advisory & Evaluation)	<ul style="list-style-type: none"> Associate Director – Communications & Engagement provides media, communications and public relations advice and support to inform these positions' media and stakeholder engagement activities
External	
Infrastructure users and the general public	<ul style="list-style-type: none"> Associate Director – Communications & Engagement leads Infrastructure Australia's media and communications activities on a day-to-day basis, including maintaining strong relationships with media and other stakeholders

ROLE CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Displays Self Awareness Manages thoughts, emotions and desires. Understands how emotions and behaviour can affect others and acts accordingly. Actively listens to understand others' thoughts, feelings and concerns	<ul style="list-style-type: none"> Demonstrates high levels of self-awareness and maintains self-control in difficult situations Demonstrates calmness and confidence in high pressured or stressful situations. Checks his or her understanding of the other person's perspective and experience before responding. Remains poised, calm and rational in debates 	Adept
	Acts ethically and with Integrity Is ethical and professional. Behaves consistently with honesty and integrity.	<ul style="list-style-type: none"> Consistently demonstrates and role models high personal standards of ethical judgment Consistently applies Infrastructure Australia's policies and standards Promotes a culture of integrity and professionalism within the organization and externally Monitors ethical practices, standards and systems and reinforces their use 	Adept
	Demonstrates Accountability Demonstrates accountability for the achievement of results through efficient resource allocation and commitment to quality outcomes	<ul style="list-style-type: none"> Takes responsibility for delivering on planned outcomes and communicating them to the team Identifies resource needs and ensures goals are achieved within budget and deadlines Adapts to changing priorities while still achieving planned outcomes 	Competent

ROLE CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> • Uses own expertise and seeks the expertise of others to achieve planned outcomes 	
	<p>Influences and Negotiates</p> <p>Negotiates and influences persuasively to gain support for courses of action that benefit the team</p>	<ul style="list-style-type: none"> • Influences using a considered approach and persuasive counter-arguments • Is able to understand and resolve complex conflicts encouraging participants to work towards mutually beneficial outcomes • Presents issues persuasively and negotiates through reasoned argument to achieve consensus without putting people offside. Influences direct reports and co-workers to try new or different approaches, and improve performance or productivity 	Adept
	<p>Engages with Stakeholders</p> <p>Actively seeks to build and maintain relationships with clients, colleagues and stakeholders ensuring customer satisfaction and stakeholder engagement</p>	<ul style="list-style-type: none"> • Fosters team cooperation, builds trust among team members and creates commitment to team goals. • Promotes, maintains and enhances relationships with stakeholders. • Understands how decisions impact stakeholders and communicates with stakeholders to keep them informed. • Develops informal and formal networks of relationships and communication. 	Adept
	<p>Communicates Effectively</p> <p>Communicates clearly using the most appropriate method, actively listens, and works to understand diverse viewpoints and responds respectfully</p>	<ul style="list-style-type: none"> • Effectively and regularly communicates issues that are critical to the team. • Translates technical and complex information for a variety of audiences • Speaks clearly, fluently and in a compelling manner to both individuals and groups. • Writes fluently in a variety of styles and formats for varied audiences 	Adept
	<p>Works Collaboratively</p> <p>Demonstrates the ability to work collaboratively and values the contribution of others</p>	<ul style="list-style-type: none"> • Builds a culture of collaboration based on respect and understanding across Infrastructure Australia • Recognises outcomes which resulted from collaboration and individual contributions • Builds cooperation and overcomes resistance to information sharing and collaboration across Infrastructure Australia and externally • Identifies opportunities to engage and collaborate with external stakeholders developing joint solutions 	Adept
	<p>Effectively solves problems</p> <p>Handles situations and problems with innovation and creativity. Applies own expertise effectively</p>	<ul style="list-style-type: none"> • Determines important parameters or issues to take into account when solving problems. 	Adept

ROLE CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> • Considers the implications of a wide range of complex issues and adapts problem solving approach as necessary • Focuses attention on treating the causes of problems rather than simply addressing the symptoms. • Considers external and internal environmental factors when providing advice and solutions to problems 	
	Delivers Results & Project Management Plans ahead and works in a systematic and organised way. Achieves results and displays a commitment to quality outcomes	<ul style="list-style-type: none"> • Drives a culture of achievement and acknowledges the input of others • Implements and monitors actions to ensure compliance with policies, processes and regulations. • Sets high expectations for performance and performance improvement. • Seeks out and applies the expertise of colleagues to achieve Infrastructure Australia objectives 	Adept
	Uses information and seeks opportunities Analyses and interprets information, gives appropriate consideration to options and makes decisions based on relevant data and information. Gets to the heart of complex problems and issues	<ul style="list-style-type: none"> • Effectively uses a variety of problem-solving and analytical approaches to address challenges. • Provides analysis of policy and strategic issues. • Gathers and investigates information from a variety of sources and explores new ideas and different viewpoints • Looks for recent developments that may impact on own business area and adopts best practice approaches 	Adept
	Manage and Develop People Engages and motivates people, developing their potential and capabilities	<ul style="list-style-type: none"> • Encourages and supports others to grow, develop and achieve success through coaching and mentoring. • Plans, organises and oversees the work of individuals and work flow. • Effective in coaching and developing others to work to their strengths and feel valued. • Coaches and mentors people to achieve high performance and excellence. • Meets regularly with team members and coaches them to plan their work and set and achieve goals. 	Adept