

Position Description

Communications Manager

Agency	Infrastructure Australia
Division/Branch/Unit	Office of the CEO – Communications & Engagement
Location	Sydney
Date of Approval	May 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 Communications & Engagement team is responsible for:

- External engagement with Infrastructure Australia's diverse stakeholder groups (including Government, industry, the community and media)
- 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 **Communications Manager** manages Infrastructure Australia's digital communications channels including external channels (website, e-newsletters and social media) and internal channels (e-newsletters, intranet). The role also supports the Director, Communications and Engagement, Associate Director, Media Engagement and Associate Director, Communications and Engagement to deliver on the team's objectives. The purpose of the role is to facilitate clear and accurate communications with key stakeholders, both internally and externally. The role provides editorial support across a range of communications activities and works collaboratively on multiple projects across the organisation to achieve shared goals.

Key Responsibilities

- Communicate concisely and persuasively with diverse stakeholders using a range of communication channels, including supporting other team members in stakeholder communications activities (such as stakeholder briefing materials, speaking notes, media responses etc).
- Develop the strategic approach and lead the development of content across Infrastructure Australia's external digital communications channels (including website, newsletters and social media).
- Develop the strategic approach and lead the execution of the internal communications strategy, including ad hoc staff communications, e-newsletters and intranet.
- Manage Infrastructure Australia's website and work with knowledge of content management systems (Drupal/GovCMS).
- Manage and grow Infrastructure Australia's social media presence (LinkedIn).

- Perform web analysis and evaluate the effectiveness of the website and social media channels.
- Support the delivery of new web tools and functionality.
- Understand and apply Digital Service Standard and Australian Accessibility Standard.
- Work within a multi-disciplinary team under project conditions.
- Collaborate across functions to achieve shared strategic goals.
- Conduct web content audits to eliminate redundant and/or duplicate information, fix broken links and ensure accessibility for all users.
- Assist in managing and maintaining Infrastructure Australia's Client Relationship Management (CRM) database to ensure that accurate information is available to support external engagement activities in a timely manner.

Essential Requirements

- Tertiary qualifications in a relevant discipline and/or experience in Public Relations or Communications roles
- Experience working in a communications team across varied subject matter and dealing with diverse stakeholder groups.
- Demonstrated ability to manage digital communications channels, including experience managing e-newsletters, social media channels and websites
- Demonstrated experience in risk, issues and reputation management.
- Demonstrated ability to support the development of productive relationships with key stakeholders by improving the digital user experience.
- Demonstrated strong communication skills including exceptional writing skills and an understanding of the nuances in writing for various channels.
- Demonstrated ability to collaborate across functions to achieve shared goals.
- Ability to model and promote the values of independence, transparency, collaboration, credibility and rigour in all that we do

All employees of Infrastructure Australia must be Australian citizens OR Australian Permanent Residents.

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"> • Manager
<i>Note: this position has no director reports</i>	
External	
External stakeholders	<ul style="list-style-type: none"> • Builds close working relationships with relevant suppliers

ROLE CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	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"> Exhibits high levels of self-awareness in how he or she conducts him or herself in meetings, with co-workers and clients. Demonstrates high levels of emotional maturity in difficult situations. Communicates his or her understanding of the other person's interests, needs or concerns. Acknowledges the other person's thoughts, feelings or concerns without becoming defensive. 	Competent
	Acts ethically and with Integrity Is ethical and professional. Behaves consistently with honesty and integrity.	<ul style="list-style-type: none"> Consistently demonstrates high personal standards of ethical judgement. Behaves in a way that is consistent with Infrastructure Australia's values, code of conduct and policies. Demonstrates professionalism supporting a culture of integrity within their team. Ensures that others understand the legislation and policy framework at Infrastructure Australia. 	Competent
	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 Uses own expertise and seeks the expertise of others to achieve planned outcomes 	Competent
 Relationships	Influences and Negotiates Negotiates and influences persuasively to gain support for courses of action that benefit the team	<ul style="list-style-type: none"> Negotiates from a credible and well-informed position Leads and facilitates productive discussions with others leading to consensus, compromising when necessary Recognises the need for compromise and acts accordingly showing sensitivity Positively influences and negotiates with others to complete tasks and deliverables/ goals in a timely manner.	Competent
	Works Collaboratively Demonstrates the ability to work collaboratively and values the contribution of others	<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
	Communicates Effectively Communicates clearly using the most appropriate method, actively listens, and works to understand diverse viewpoints and responds respectfully	<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

ROLE CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Results	Effectively solves problems Handles situations and problems with innovation and creativity. Applies own expertise effectively	<ul style="list-style-type: none"> Identifies and assesses all potential responses to a problem. Applies appropriate techniques and innovative solutions to problems. Takes decisive action to address problems. Provides guidance and feedback to team members to help accomplish a task or solve a problem. 	Competent
	Deliver 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"> Plans, organises, directs and controls all aspects of projects. Effectively uses goals and performance indicators to drive performance. Plans and organises continuously while performing all other responsibilities and activities. Uses own expertise and seeks out others expertise when necessary to achieve outcomes 	Competent
	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