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| Agency | Infrastructure Australia |
| Division/Branch/Unit | Office of the CEO |
| Location | Sydney |
| Date of Approval | September 2022 |
| 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 Director of Communications and Engagement leads the provision of advice and support to the IA CEO and stakeholder-facing positions to enable the proactive and effective engagement of all of IA’s diverse stakeholder groups (including media, Government and private sector entities and the taxpaying public), and to promote and influence public debate on infrastructure in Australia through the media and other channels in support of the organisation’s strategic objectives.

The Director is also responsible for IA’s relationship with media, and is at times required to act as an organisational spokesperson. The ideal candidate would have existing relationships with national infrastructure and political journalists.

# The role oversees the provision of expert support for IA's responsibilities to Parliament including Senate Estimates, correspondence with the Minister’s Office, Question Time briefs, Notices of Motion and appearances at Senate Inquiries and Senate Select Committees.

# Key Responsibilities

* Lead communication and stakeholder strategy formulation and the implementation of program initiatives to improve stakeholder identification and engagement, cross-functional collaboration, clear communication, manage issues and messaging and enhance IA’s reputation across key stakeholder groups.
* Lead and oversee the provision of advice across IA based on the Communications and Engagement strategy and develop media engagement goals; lead the Communications and Engagement team in the implementing stakeholder, media and engagement plans.
* Monitor 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.
* Oversee the mapping of IA's stakeholder groups; the assessment of stakeholder needs and expectations; and the development and maintenance of the stakeholder database to inform the provision of stakeholder engagement advice
* Oversee the execution of IA's responsibilities to Parliament including Senate Estimates, correspondence with the Minister’s Office, Question Time briefs, Notices of Motion and appearances at Senate Inquiries and Senate Select Committees
* Oversee the development of communications and stakeholder engagement deliverables, including speeches, speaking points and press releases, with a particular focus on providing support to the CEO and Chair through their many external engagements, to ensure consistent and appropriate messaging in line with the Communications & Engagement strategy and IA's advocacy goals
* Lead the identification, vetting and coordination of external engagement opportunities for IA leaders (especially the CEO, Chair) to ensure that opportunities are aligned to the organisation's Communications & Engagement strategy and create appropriate value for stakeholders, commensurate with the investment of IA resources

**Essential Requirements**

* Tertiary qualifications in a relevant discipline and/or significant experience in senior Media, Public Relations or Communications roles
* Demonstrated ability to lead a team of professionals providing specialist communications, public relations, and stakeholder engagement advice
* 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
* Demonstrated strategic communications skills, including an ability to translate organisational goals into stakeholder engagement strategies and communications plans
* Demonstrated ability to collaborate across functions to achieve shared strategic goals
* Ability to model and promote the values of Infrastructure Australia.

***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** |  |
| Chief Executive Officer | * Manages the Director Communications & Engagement role
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| Associate Director – StakeholderEngagement, Manager-Internal and Strategic Communications, Manager-Digital and Communications | * Director Manages these roles
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| Stakeholder relationship owners (CEO; Chief of Policy & Research; Chief of Project Advisory & Evaluation, , General Counsel) | * Director provides communications and engagement strategic advice, to inform these roles’ external engagement activities
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| Other stakeholder-facing positions (e.g. Project Director, Australian Infrastructure Plan | * Director provides advice and guidance to support these roles’ external engagement activities
 |
| **External** |  |
| Media | * Director is responsible for IA’s relationships with key media outlets and journalists
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| Officials and staffers at all levels of government | * Director leads IA’s Government Relations strategy for engaging with these stakeholder groups
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| Investors in, owners, and operators of infrastructure | * Director leads IA’s strategy for engaging with these stakeholder groups
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| Infrastructure users and the general public | * Director oversees IA’s public relations activities
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| 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 | 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 |
|  | **Demonstrates Adaptability**Adapts and responds flexibly to changing situations. Learns from experience | Scans or reads the environment to anticipate the need to adapt to changing requirements or situations.Seeks opportunities to have a positive impact on the business before being forced by circumstances. | Adept |
| **Acts ethically and with Integrity** Is ethical and professional. Behaves consistently with honesty and integrity. | Consistently demonstrates and role models high personal standards of ethical judgmentConsistently applies Infrastructure Australia’s policies and standardsPromotes a culture of integrity and professionalism within the organization and externallyMonitors 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 | Creates a culture of achievement fostering on-time and on-budget delivery of quality outcomesDevelops and supports systems to ensure all employees are able to connect their individual efforts to Infrastructure Australia outcomesIdentifies and removes potential barriers to long term achievement of planned outcomesUses own professional knowledge and expertise of others to drive the Infrastructure Australia and wider Government objectives  | Advanced |
|  | **Influences and Negotiates** Negotiates and influences persuasively to gain support for courses of action that benefit the team | Uses a range of approaches to create solutions, including using expert advice to inform negotiation strategiesProactively identifies contentious issues and avoids unnecessary conflict by assisting participants to find a resolution Builds relationships with decision-makers and stakeholders within and outside the organisation by effectively using consensus and negotiating techniques.Is highly persuasive in engaging employees and stakeholders to adopt new approaches, structures or ways of doing things | Advanced |
| **Engages with Stakeholders**Actively seeks to build and maintain relationships with clients, colleagues and stakeholders ensuring customer satisfaction and stakeholder engagement | Builds alliances between teams/workgroups to achieve strategic goals.Builds external relationships across boundaries and with key stakeholders by developing informal and formal networks.Builds relationships across and beyond the organisation with key stakeholders.Facilitates constructive dialogue with stakeholders.  | Advanced |
|  | **Communicates Effectively** Communicates clearly using the most appropriate method, actively listens, and works to understand diverse viewpoints and responds respectfully | Communicates organisational changes and initiatives in a relevant and actionable manner to employees.States the facts and explains their implications for Infrastructure Australia and its stakeholdersActively listens and identifies ways to ensure all have an opportunity to communicateIs effective and credible when responding to the media or stakeholders while representing the views of Infrastructure Australia.  | Advanced  |
|  | **Makes Effective Decisions** Displays confidence to take risks and make timely and effective decisions. Shows confidence in own judgement and actions | Identifies the part of the business value chain that is affected by a particular decision or action, diagnoses the situation, and prioritises what needs to be done and who needs to be involved.Balances risks and costs with the rewards and probabilities of success when making decisions.Refers to the Infrastructure Australia’s strategy and objectives and uses sound judgement to make effective business decisions.Makes decisions that positively impact team performance. | Adept |
|  | **Effectively solves problems** Handles situations and problems with innovation and creativity. Applies own expertise effectively | Views problems as an opportunity.Understands that complex issues and problems require a different approach.Conveys a sense of urgency about addressing problems and opportunities.Understand Infrastructure Australia’s current and potential future role within government and the community, and plans appropriately | Advanced |
|  | **Delivers Results & Project Management** Plans ahead and works in a systematic and organised way. Achieves results and displays a commitment to quality outcomes | Creates a culture of achievement communicating expectations of delivery of on-time and budget quality outcomesEmpowers others to achieve results and holds them accountable for actions.Identifies and removes potential barriers to achievementUses own professional knowledge and the expertise of others to drive Infrastructure Australia objectives | Advanced |
|  | **Manage and Develop People**Engages and motivates people, developing their potential and capabilities | 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.Fosters a culture of coaching and mentoring as essential aspects of developing future leaders.Coaches others on strategic thinking, planning and decision making especially from multiple perspectives. | Advanced |
|  | **Manages Resources** Manages resources effectively and applies workforce planning principles | Develops and implements longer terms goals and plans that guide the team in line with Infrastructure Australia objectivesAllocates resources to ensure business outcomes and Infrastructure Australia objectives are achieved. Contributes to workforce planningEnsures that team members base their decisions on a sound understanding of Government principles and contributes at a strategic level to resource allocation based on Infrastructure Australia’s objectivesEncourages others to strive for performance improvement while aligning systems and process to facilitate this outcome |  Adept |