

## Position Description – Corporate Communications Manager

Updated 13/4/2023

<b>POSITION DETAILS</b>	
<b>Portfolio</b>	<b>Portfolio of the Vice-Chancellor</b>
<b>Organisational Unit</b>	<b>Chief of Staff</b>
<b>Supervisor (Title)</b>	<b>Director of Media and Communications</b>
<b>Classification</b>	<b>Higher Education Officer Level 9</b>
<b>Employment Type</b>	<b>Continuing, full-time</b>
<b>POSITION SUMMARY</b>	
<p>The Corporate Communications Manager is responsible for the delivery of high-quality and effective communications support to the Vice-Chancellor and across the University, enhancing the University's reputation and engagement.</p> <p>The Corporate Communications Manager is also responsible for contributing to an informed and engaged workforce with effective internal communication, ensuring the University presents accurate and timely information via a range of communications channels, and overseeing university-wide communication and information dissemination.</p> <p>Working across the University's portfolios and colleges, the incumbent will be an active leader and service-oriented contributor, responsible for identifying and developing creative solutions to problems and enhancing the reputation of the University.</p>	
<b>UNIVERSITY EXPECTATIONS AND VALUES</b>	
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> <li>• demonstrate commitment to the University's values of integrity, courage, innovation, excellence, and the underlying ethos of being student centred;</li> <li>• contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor;</li> <li>• promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;</li> <li>• perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>• familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies.</li> </ul> <p><i>A National Police Certificate which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>	

### KEY POSITION RESPONSIBILITIES

The Corporate Communications Manager is responsible for:

- Establishing strategic directions and actions for the Corporate Communications function and leading the implementation of internal and external communications plans in support of University objectives.
- Coordinating and overseeing the Vice-Chancellor's communications activity, including preparation of well researched and high-quality speeches, presentations, staff communications, editorials, and driving a proactive calendar of activity.
- Identifying and managing complex issues, developing appropriate communication strategies to mitigate and manage.
- Working closely with senior staff to develop high-quality and coordinated internal and external communications content and activities, ensuring synchronicity of messaging.
- Delivering high level communications support for key portfolios, colleges, and projects across the University.
- Managing an effective internal communications program that contributes to an informed and engaged workforce.
- Overseeing the development and rollout of key University projects and activities, including the annual report, strategic plan, and other key publications.
- Overseeing the coordination and alignment of communications messages across multiple channels.
- Collaborating with senior staff, portfolios, colleges, and teams across the University to develop high impact communications to support key University priorities, including alumni relations and donor engagement, industry engagement, community engagement, and more.
- Providing communications leadership and advice for key projects.
- Identifying and managing key communications channels and overseeing and measuring their effectiveness.
- Remaining abreast of best practice internal and external communication approaches and amending strategies and implementation accordingly.
- Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.

### KEY POSITION CAPABILITIES

- Postgraduate qualifications and relevant experience or a tertiary qualification in communications, public relations, journalism or a related discipline with relevant experience, or extensive industry experience and management expertise.
- Experience working in communications, journalism, or a related discipline at a senior level.
- High level written, verbal and presentation skills, together with proven experience in preparing high-quality and well-researched speeches, presentations, and communications content, for a wide range of audiences.
- Demonstrated broad to extensive experience working with executives, committees, industry, and community groups, with the ability to cultivate relationships and engage with a wide range of stakeholders.
- Demonstrated ability to lead a high-performing, service-oriented communications team, together with an ability to work cooperatively in a team environment, providing reliable support to other team members and contributing positively to the achievement of team goals.
- High level influencing skills and a proven ability to develop and maintain effective working relationships with people at all levels of an organisation.
- Demonstrated ability to develop and implement effective communications and engagement strategies.
- Demonstrated broad to extensive experience in crises and issues management, including identifying and responding to emerging issues and opportunities.
- Demonstrated high level to advanced organisational and project management skills including the ability to effectively prioritise to achieve objectives in a timely manner.
- Ability to think innovatively and strategically and use data to improve engagement with content.
- Proven ability to identify and develop creative solutions to problems at a high level.
- Demonstrated ability to lead, manage and work effectively within a complex and changing environment.
- Demonstrated ability to deal with confidential and sensitive matters.
- Ability to be a self-starter and effective problem solver with strong drive, initiative, and flexibility.