

Part A - Role Specification

Role Title:	Communications Manager – Internal Engagement	Date last reviewed:	1 August 2022
Business Unit:	Community & Corporate Affairs	Department:	Corporate Communications
Classification:	Salary Non Award	Level of Work:	High Service (II)
Role Reports to (role title):	Senior Manager Corporate Communications		
Direct Reports (role titles):	Communications Coordinator		

Unique Value Add (Succinct statement of why the role exists; the purpose)
<p>Responsible for the implementation of innovative and effective internal communications activities that contribute to an informed and engaged workforce and align to the Employer Brand to retain talent at RAA.</p> <p>This role is responsible for the management of RAA’s internal communications channels and providing workforce engagement advice and communications planning for executives, senior managers and key clients across RAA.</p>

Health and Safety Accountabilities
<ul style="list-style-type: none"> • Takes personal responsibility for their own safety and that of others and ensures their work environment and practices are safe. • Perform their duties in accordance with the RAA Work Health and Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work.

Key Result Areas (Outcomes of the role and the desired behaviours to be exhibited in the role)	
KRA	Accountabilities (3 - 5 key accountabilities per KRA) <i>EG. Conduct analysis of the "Grade of Service" targets and provide monthly reports.</i>
1. Leadership	<ul style="list-style-type: none"> • Provide a clear direction, purpose and context for your team’s work, setting clear targets with agreed deliverables and timeframes for each team member. • Regularly assess performance of, and provide feedback to, direct reports through monthly (at minimum) one on one discussions and adherence to the eCDP development plan and cycle.

<p>2. Employee Engagement</p>	<ul style="list-style-type: none"> • Manage the implementation of RAA’s Internal Communications Strategy with a view to contributing to a connected and informed workforce. • Work closely with RAA’s People and Environment team to manage and lead communication and engagement strategies that address employee engagement survey feedback. • Business Partner with Executives to identify and support communications and engagement opportunities within their own teams and across the Group. • Business Partner with internally focused teams and Greenlight projects • Establish strong working relationships with Executives across the business to identify and support communications and engagement opportunities among their own teams. • Develop, recommend, and lead integrated campaigns and activities that leverage existing and emerging communications channels to support Group and/or departmental objectives. • Provide high-quality, strategic internal communications advice to executives and senior managers. • Design and manage all internal communications tools, including RAA’s staff e-news bulletins, Group eDMs, videos, and podcasts. • Assist with the exploration and implementation of new and emerging channels that contribute to a more informed and connected workforce. • Report monthly on the reach and engagement of RAA’s internal communications activities.
<p>3. Digital Communications</p>	<ul style="list-style-type: none"> • Lead the implementation of RAA’s enterprise social network and play a lead role in its ongoing success. • Work with Executives and teams across RAA to manage the population of content in RAA’s new intranet. • Play a shared role across the team in the delivery of RAA’s digital communications strategy. • Play a key role in supporting the generation of digital content that enables widespread promotion of staff-focused initiatives across RAA’s digital platforms, including social media (particularly LinkedIn), the news website, staff e-news and any other workforce communications platforms introduced at RAA.
<p>4. Media</p>	<ul style="list-style-type: none"> • Working closely with the Corporate Communications Manager, identify and pursue relevant stories that serve to promote RAA as an employer of choice. • Manage effective communication processes and tactics to ensure internal engagement and reputation risks are effectively mitigated. • Work with the Communications Manager – People and Impact to support the training and performance of RAA spokespersons as it applies to social media channels like LinkedIn.

5. Published Materials	<ul style="list-style-type: none"> • Write, review and edit communication materials as required, including staff e-news stories, Annual Reports, speeches, scripts, briefing notes, media releases, social media copy, intranet copy, etc. • Develop social media posts, speeches and presentations for the President and Chairman, Managing Director and General Managers as required. • Provide a mentoring role to the Communications Coordinator to help guide the quality of the work to ensure it is accurate and adheres to professional standards.
6. Team Planning/Reporting	<ul style="list-style-type: none"> • In collaboration with the Corporate Communications team, develop and manage the team's ongoing calendar of corporate, people and community engagement communications activities. • Monthly people communications reach reporting.

Key Authorities (A summary of delegated authorities needed to effectively fulfil the role accountabilities)

People (Authorities to manage people relationships)	
Authority for Direct Reports	Authority for Cross Functional Relationships
<ul style="list-style-type: none"> • This role has Manager Authority for direct reports. 	<ul style="list-style-type: none"> • This role has Service Getting authority for the coordination of employee engagement communications.

Financial (Authorities to spend money)
<ul style="list-style-type: none"> • As per approved budget and Delegations of Authority Policy.

Technology/System/Process (Authorities to access and use IT systems, undertake certain processes)
<ul style="list-style-type: none"> • Full access to iConnect / Sharepoint

Part B - Person Specification

Qualifications (Indicate whether mandatory or desired)
<ul style="list-style-type: none"> • Mandatory: Tertiary qualifications in communications, public relations or journalism.

Skills and Abilities (Individual capabilities, include level of proficiency)
<ul style="list-style-type: none"> • Demonstrated ability to communicate complex topics and concepts to audiences of varying knowledge levels – both verbally and in writing. • Ability to deal professionally and sensitively with staff at all levels. • Demonstrated ability to provide comment to the media, aligned with pre-approved messages without higher approval. • Ability to manage the activities of staff, providing any necessary developmental support.

- Ability to form and maintain strong relationships, and work effectively with media, colleagues and peers.
- Ability to plan, organise, coordinate and implement projects and programs.
- High level of personal and professional integrity.
- Highly motivated, flexible and adaptable style.
- Ability to work with limited supervision to meet timelines, and also to work collaboratively as a team member to achieve agreed goals.
- Strong attention to detail.
- Skilled in producing written materials to a high standard of accuracy, layout and presentation.
- Skilled in recognising, maximising and analysing public relations opportunities that will raise the profile of the organisation.

Knowledge (*Factual or procedural information needed to perform in the role*)

- Knowledge of employee communication tools such as Yammer, Workplace and/or best-practice Intranet platforms etc.
- Knowledge of public relations, social media and the media cycle.
- Knowledge of Microsoft applications (including Word, Excel and Outlook), Adobe Acrobat and Adobe Photoshop.

Experience (*The minimum amount of experience required to perform in the role*)

- Demonstrated experience in developing and implementing high-quality communications projects and campaigns.
- Demonstrated experience in effectively planning, researching and leading integrated communications campaigns.
- Demonstrated experience in developing communications strategy and advice.
- Demonstrated experience in producing high-quality written and published materials for a variety of channels.
- Demonstrated experience in managing media and responding to media enquiries.
- Experience in working in a public relations, corporate communications or journalist role.

Additional Requirements

- Some interstate and intrastate travel may be required.
- SA driver's licence and police clearance required.
- Some out of hours work may be required.
- Perform other duties as requested by the Senior Manager Corporate Communications where generally consistent with this position and within current level of competence.

Reviewed by:

Name: Jackie Wallace

Role Title: HR Business Partner

Date: 19 August 2022

Approved by:

Name: Rebekah Quinn

Role Title: Senior Manager Corporate Communications

Date: 8 August 2022

