



Role Title:	Strategic Communications Manager	Reports to:	Chief Executive Officer
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Primary Location:	Flexible Working Location depending on Applicant	Employment Type:	Contract
Hours	Part-time	People Leader:	No
Line of Business:	Whole of Organisation	Job Level:	Functional Leader

Role Purpose: The Strategic Communications Manager will work collaboratively across the whole organisation and external to the organisation to build the brand profile and market presence to establish GLaWAC's profile as a sustainable aboriginal corporation within the Gippsland Region and employer of choice through a range of strategies.

They are responsible for establishing the strategy and direction for strategic communication at GLaWAC. This includes and is not limited to; media, public relations, community programs and engagement, reporting, strategic briefings, and communication to meet business objectives.

Role Accountabilities

Strategy	<ul style="list-style-type: none"> Develop the media and communications strategy for GLaWAC to build and maintain a positive public image of GLaWAC Develop GLaWAC's Brand Strategy and guide to ensure consistency across all internal and external communication channels including the website and all publications
Employee Value Proposition	<ul style="list-style-type: none"> Develop and deliver a clear brand and employee value proposition, in partnership with the HR Manager, that aligns with GLaWAC's growth objectives and desire to build a strong presence as an employer of choice across the Gippsland region
Strategic Communications	<ul style="list-style-type: none"> Develop holistic communication strategies and provide an advisory function that identifies targeted objectives, opportunities and risks, key messaging, Q&As and approaches for various audiences, channels and stakeholders Develop internal and external communication initiatives, including community consultation forums, Gunaikurnai newsletter, website, corporate presentations and speeches Prepare GLaWAC employees for media speaking events Support project managers with communications planning to ensure brand alignment and increased market presence Manage strategic communications on behalf of or in conjunction with the Board Manage significant communications projects with third parties e.g the upcoming internet integration project Proactively seeks opportunities to promote GLaWAC through media channels Design and deliver GLaWAC's social media program
Internal Communications	<ul style="list-style-type: none"> Provide guidance to ensure all day to day communications is aligned to the brand guidelines Support Line Management in the generation and collection of images, stories and material for Newsletters, Media releases and other required information products. Provide support and direction to ensure there is effective two-way internal communication
Other	<ul style="list-style-type: none"> Must always demonstrate the GLaWAC values

Specific Role Competencies

Essential	<ul style="list-style-type: none"> Extensive experience in media, public relations, strategic communications, brand marketing and professional communications ideally gained in community organisations Extensive program and project communications experience Strong internal and external communications knowledge and skills Ability to build stories and narratives that are engaging and informative Experience in providing advice to senior stakeholders in a sensitive, complex environment
Highly Desirable	<ul style="list-style-type: none"> Bachelor's degree in journalism, public relations, marketing or related field Knowledge of Gunaikurnai culture, values, aspirations and customs and experience working with the Gunaikurnai people, community and key organisations and stakeholder groups Experience working with Aboriginal people, including a demonstrated ability to communicate and



	engage sensitively and effectively with Traditional Owner led communities and organisations, knowledge of the social and cultural issues they experience along with a genuine appreciation and respect for their culture
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Core Leadership Capabilities

CAPABILITY	BEHAVIOUR
Business Acumen	<ul style="list-style-type: none"> • Understands GLaWAC, what we do and don't do and the role in the community • Considers the commercial impacts for GLaWAC when making decisions • Can articulate the business issues that impact their team • Looks for opportunities to grow the GLaWAC business • Shares knowledge of business with team and peers • Looks outside their own area/department to understand the business and commercial issues that may affect them
Strategic Leadership	<ul style="list-style-type: none"> • Understands GLaWAC's strategic vision and annual business objectives • Effectively communicates the vision and strategy with team members to ensure they understand how they apply to them
Collaboration & Stakeholder Management	<ul style="list-style-type: none"> • Works collaboratively with peers and other teams • Builds and maintains relationships with peers and has superior relationship building
Communication	<ul style="list-style-type: none"> • Listens to the points of view of others and respects what they have to say and do • Communicates effectively and persuasively with all staff and individuals (both written and verbal). • Thinks on their feet to present concepts and solutions • Develops strategic communication/ engagement plans/ reports • Effectively manages conflicts
Delivery Focus	<ul style="list-style-type: none"> • Consistently delivers timely and quality outcomes and encourages the team to do the same • Provides coaching and guidance to team members to ensure they know what they need to deliver (what and by when) • Is solutions focused and empowers people to resolve issues • Takes responsibility for team performance and does not make excuses • Demonstrates the resilience to keep moving forward when faced with business challenges
Develops Others	<ul style="list-style-type: none"> • Places a priority on building and developing the team and provides clarity on roles and responsibilities and links to business outcomes • Leads by example – encourages and supports their team to achieve their best • Helps others to learn and develop, recognises, rewards and celebrates success • Role models the GLaWAC values and encourages the team to do the same • Exemplifies inclusive leadership • Ensures the team has the right skills, capabilities and “tools” to deliver on their objectives
Manages Self	<ul style="list-style-type: none"> • Is self-aware; knows personal strengths, weaknesses, opportunities and limits • Is cool under pressure, does not become defensive • Is open to and seeks feedback • Learns from mistakes

Mandatory Licence and Checks

- Mandatory Zero tolerance Drug and Alcohol Testing
- Current Victorian Manual Driver's Licence
- Police check

Key Relationships

Internal

- Executive
- All Leaders
- Board of Directors
- All employees

External

- Strategic Partners
- Government Agencies
- Media channels
- Brand and Marketing Agencies