



Stakeholder & Communications Manager

POSITION
DESCRIPTION

Position Description

Position Title	Stakeholder & Communications Manager
Business Area	Corporate Services Division
Direct Reports	Marketing Coordinator, Communications Coordinator
Immediate Manager	General Manager Corporate Services
Employment Conditions & Status	Common Law Contract, Permanent, Full Time
Location	Springfield Depot, Hobart
Role purpose	The role of Stakeholder & Communications Manager will deliver a broad range of internal and external communication and stakeholder engagement services for Metro. This includes providing specialist advice and services across community consultation, customer information, internal communication, marketing, issues management and digital strategies.

Organisational requirements

All positions within Metro Tasmania will support the achievement of the Metro Tasmania Vision. To be an attractive travel option contributing to an integrated public transport network in Tasmania.

Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and Metro Tasmania policies and procedures.

While at work employees must take reasonable care of their own health and safety and the health and safety of others, including those working under their supervision or direction that may be affected by their acts or omissions in accordance with relevant State and Federal Work Health and Safety Legislation.

Our Values

Safety

We take pride in everyone getting home safely, by having a safe workplace; and putting safety first.

Respect

We show respect for everyone at all times by acting with integrity in all our actions, words, intentions.

Resilience

We have the courage to deal with our day-to-day challenges, showing determination; commitment; and strength.

Unity

We work together with honesty and transparency; we listen, we collaborate, we cooperate, we celebrate success.

Service Driven

We take pride in what we do and it is our pleasure to deliver an outstanding experience for everyone, recognising we have internal and external customers; continually challenging ourselves to do things better; and striving for excellence.

Role accountabilities

Stakeholder Engagement

Provide specialist advice and support on communication, engagement, community and stakeholder issues, risks and opportunities and appropriate management strategies to deliver Metro's objectives.

Plan and deliver community and stakeholder events, workshops, briefings, information sessions and presentations including facilitating public meetings and group discussion to deliver communication activities.

Develop a company wide stakeholder relationship management plan including the incorporation of stakeholder mapping and strategies.

Provide advice to colleagues and executives on approaches to achieve targets and outcomes through active advocacy with stakeholders

Develop and manage a practical, user friendly records system, similar to a Customer Relationship Management (CRM) system.

Build and maintain collaborative and consultative working relationships with internal teams and external stakeholders, including community groups and associations to promote open communication, manage community engagement initiatives and facilitate delivery of best practice communication and community engagement and consultation initiatives.

Managing competing priorities, deadlines and inputs from multiple internal teams and external stakeholders to guide and influencing positive project outcomes.

Navigating a politically sensitive environment and proactively identifying and managing stakeholder concerns and issues to maintain and enhance Metro's reputation.

Maintaining up to date knowledge of best practice communications and engagement including audience segmentation modelling, community and stakeholders.

Safety and Wellbeing

Promote and provide active leadership for a safe working environment at Metro Tasmania, this includes and is not limited to:

- reducing potential for injuries to staff, contractors and members of the public;
- partaking in lead and lag reporting practices;
- championing safety in all activities;
- having confidence and authority to immediately stop any dangerous activities;
- promote and drive safe work practises which improve lost time injuries and workers compensation due to minimising injuries; and promote wellbeing and preventative activities

Marketing & Communications

Develop, implement and evaluate marketing strategies and plans for high-profile, complex, contentious or publicly sensitive projects and services.

Develop, implement and evaluate a range of communication and engagement plans, activities and events to provide opportunities for involvement and consultation including communication and consultation materials, workshops and briefings, online and digital content, issues management and liaison with the various Government, Stakeholder and Media relations teams.

Develop a strategy for external communications and how to ensure the Metro business and brand's reputation is maintained

Develop an internal communication strategy incorporating various mediums to drive greater business understanding, engagement and performance outcomes from the metro Business.

Work in partnership with other members of the broader Metro ELT to develop, deliver and manage communications, activities to time, cost and expectations.

Develop contemporary Marketing and Communications Frameworks and Strategies.

Ensure modern, contemporary and consistent branding by refreshing and implementing a Metro Style Guide. Implement this across the business.

Lead and manage the Stakeholder & Communications Team.

Provide coaching and mentoring to both the Marketing and Communication Coordinators.

Ensure effective workload management of the Stakeholder & Communications Team.

Projects and Other Tasks

Participate in projects from time to time.

Undertake and be accountable for specific implementation activities including, preparation of high level correspondence and management reports and correspondence for Executives as required Management and compliance with the financial budgets within your delegation

Undertake other duties commensurate with skills and experience (as directed by the General Manager Corporate Services).

Management authorities (if appropriate)

Direct Reports: 2

Indirect Reports: 0

Refer to the Delegation of Authority Manual.

Key relationships

Internal

All Metro Employees

Corporate Services Division

External

Marketing Service Providers

Metro Customers

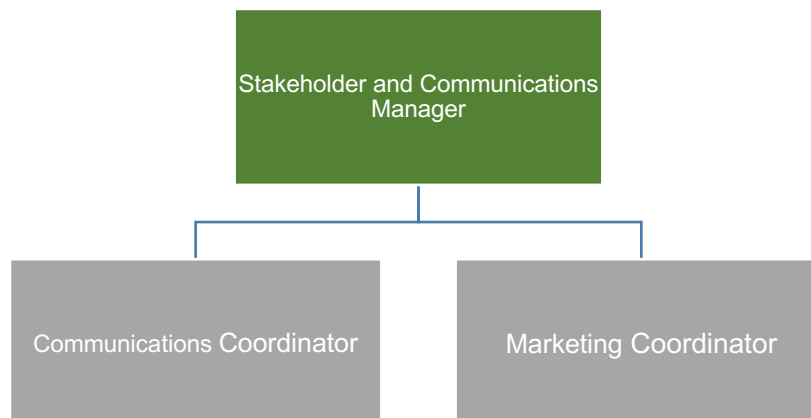
Media

Contractors and service providers

Ministerial Office

State Government Agencies (as required)

Organisational chart (details direct reports only)



Qualifications and experience

- A Bachelor's degree in Communications related field or extensive experience in communications, community engagement, consultation, public relations, government relations or media, particularly within a government or services environment.
- Demonstrated experience in conducting public meetings and forums, facilitating group discussions and presenting in front of an audience.
- Demonstrated experience in successfully designing and delivering strategic stakeholder engagement plans.
- Demonstrated experience in designing and delivering strategic communication plans.
- Highly developed stakeholder engagement, networking and influencing skills, with experience working across all organisational levels including with Board and senior management.
- Experience managing media relations.
- Excellent writing, editing and verbal communication skills.
- Demonstrated project management and advisory experience.
- Experience in leading, managing and coaching staff to create a positive, energetic and collaborative communications function.
- Highly developed IT skills.


Knowledge, skills and abilities

- Previous experience working in a government.
- Excellent written communication skills enabling the production of documents on a range of topics that are clear, accurate and concise.
- High-level interpersonal skills, and a willingness to engage effectively with employees at all levels of the organisation and the general public.
- Ability to develop and maintain effective relationships.
- Well-developed interpretive skills along with the ability to make sound judgments and solve problems as required.
- Demonstrated capacity to manage sensitive issues and information with tact and discretion.

Approval

Date: March 2021

Approved by:

A handwritten signature in blue ink, appearing to read 'Katie Cooper', is written over a horizontal line.

Katie Cooper, Chief Executive Officer