



POSITION DESCRIPTION

Job Title:	Communications Advisor	Date:	July 2017
Job Holder:	Carly Mafrici	Supervisor Name:	Sarah Martin
Department:	People & Community	Supervisor Title:	Corporate & Community Relations Specialist
Location:	East Shores Office	Level of Work	I

1. Job Purpose Statement

The Communications Advisor is responsible for the delivery of communication strategies that engage, inform and contribute to the overall reputation of Gladstone Ports Corporation with its employees, customers and the communities in which it operates.

2. Job Accountabilities

- Proactively source, research and write a variety of internal and external communication tools including:
 - Employee and community newsletters
 - Project updates
 - Corporate intranet and websites
 - Social media content
 - Media releases and responses
 - Marketing collateral
 - Speeches
 - Consultation and engagement activities
 - Other communication materials as required.
- Provide technical expertise in the design and development of communication strategies and plans to engage and inform diverse audiences
- Administration of GPC's corporate website, intranet and associated sub-sites using a Content Management System.
- Provide strategic advice and support in the management of GPC's social media platforms.
- Maintain user accounts and stakeholder engagement databases.
- Partner with GPC's various business units and key stakeholders to provide project and communication advice.
- Provide photography for inclusion in online and print publications.
- Create artwork for digital and print using the Adobe Creative Suite.
- Use a collaborative approach to ensure the effective liaison between the Corporate Communications and Community Relations portfolios and assist with team projects.
- Coordinate projects across a variety of disciplines, negotiate budgets and liaise with service providers to deliver projects.
- Comply with and lead by example GPC's values and behaviours:
 - *Sustainability* - We preserve the inherent worth of Port assets for future generations. We protect the health and safety of our people, the environment,

and our community. We engage with and contribute to the communities in which we operate.

- *Excellence* - We continually strive for excellence in all that we do and constructively challenge for a better way. We are open to learning and appreciate that shared knowledge and innovation are essential to our growth.
- *Customers* - We serve our customers and the Port community with pride and passion. We respond with urgency, anticipate their needs, and exceed their expectations.
- *Respect* - We build relationships based on equality, dignity, honesty and trust. In all our dealings we strive to be friendly and courteous, as well as fair and compassionate.
- *Empowerment* - We support and empower people to give their best and reach their potential. We fully apply our skills and capability, are accountable in our actions, and perform to the best of our ability.
- *Teamwork* - We are one company, one team. We work together to achieve our objectives.
- Comply with GPC's policies, standards and procedures in the workplace.

3. Decision Making Authority

In accordance with company policy/systems:

- Ability to access necessary information, obtain resources and use of facilities or equipment needed to carry out the work of this role.

4. Job Challenges

- Develop effective communication networks and techniques to provide information to key stakeholders.
- Maintain and enhance relationships with other departments and external stakeholders.
- Be flexible and willing to accept change in your working environment.
- Maintain the integrity, standards and values of the corporation.

5. Key Relationships

Internal

- Corporate Communications Specialist:
 - Communicates daily regarding initiatives, strategies, work priorities and projects.
- Corporate & Community Relations Manager:
 - Works collaboratively with the CCR Manager.
 - Seeks approvals for initiatives and activities as required.
- Corporate & Community Relations Team:
 - Communicates regarding work priorities and other team projects.
- Department Managers:
 - Regular interaction for input and requests for specific support on projects and initiatives.
- All employees:
 - Interacts for input into and requests for specific support on projects and initiatives.

External

- Media
 - To promote GPC and community related activities.
- Printers, Designers and Photographers
 - To liaise in relation to publication and design of materials for GPC.
- Community organisations and schools
 - Initiate and maintain contact for information that may be required for newsletter and advertising content.
- Suppliers
 - In relation to ordering corporate materials, and assisting with organising functions and events.
- Industry representatives, GPC community and customers
 - To communicate GPC’s facilities and activities.

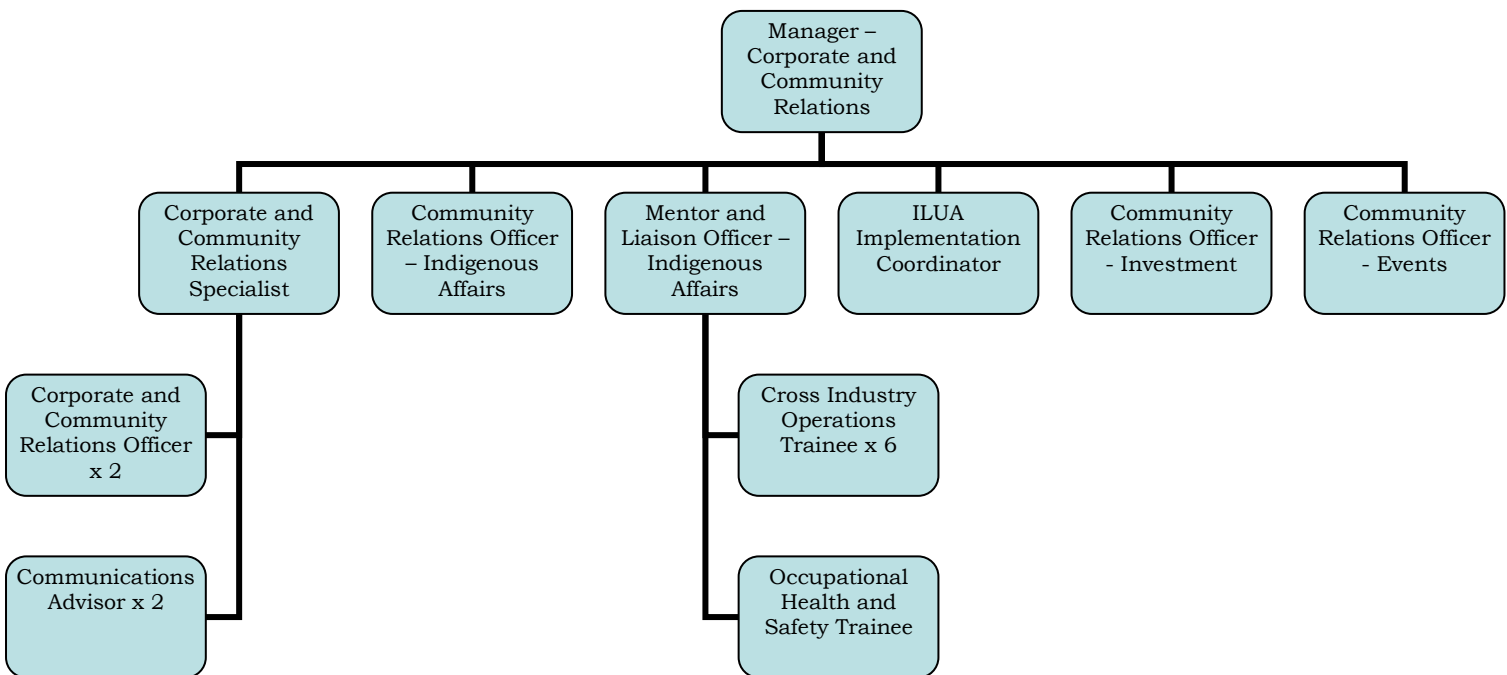
6. Level of Supervision

Direction is provided through collaboration on strategies and initiatives with expectation that the incumbent will be autonomous and show initiative. The role will maintain constant contact with the Corporate Communications Specialist to ensure that the approach remains relevant to the Corporate & Community Relations Team objectives, the broader People & Community Department and the overall corporation.

7. Organisation

Supervisor: Corporate Communications Specialist

8. Organisation Chart



9. Impact

The role primarily impacts GPC's corporate reputation and relationships with the community and consequently GPC's social licence to operate.

10. Formal Qualifications

Tertiary qualifications in Communications, Public Relations, Journalism or related field is desirable.

11. Key Selection Criteria

It is **essential** for the job holder to demonstrate experience and/or knowledge in the following:

Capabilities	Description
1. Communication Skills	<ul style="list-style-type: none"> • Skilled in the delivery of engagement and communication strategies to engage and inform diverse audiences. • Identifies target stakeholders and constructs messages tailored for the audience. • Advanced knowledge and skills in best practice traditional and digital communication trends and technology.
2. Editorial Skills	<ul style="list-style-type: none"> • Understands media outlets and / or target audience. • Edits communication to ensure messages are targeted and customised based on media outlet. • Plans, coordinates, or edits content of material for publication.
3. Computer Skills	<ul style="list-style-type: none"> • High level PC skills and expertise in MS Office suite. • Working knowledge of key design software including Adobe creative Suite products, in particular InDesign and Photoshop. • Technical and functional understanding of major digital and social media platforms, including the use of Content Management Systems and web metric tools. • Basic understanding of internet protocols and conventions such as HTTP, HTML, CSS, web browsers and electronic direct marketing platforms.
4. Social Influencing	<ul style="list-style-type: none"> • Works collectively with others to reach a solution to a shared problem or achieve a common goal. Focuses on reaching a consensus by integrating the different perspectives of group members. • Conveys the necessary information to the right people, at the right time using the proper style and tone.

	<ul style="list-style-type: none"> Exchanges and disseminates knowledge and information with others to fill knowledge gaps to enhance expertise across the business unit.
5. Problem Solving	<ul style="list-style-type: none"> The capacity to reason, think analytically, conceptually and laterally in order to solve problems and take appropriate decisions. The ability to work skilfully and use considerable initiatives within defined boundaries.
6. Achieving Results	<ul style="list-style-type: none"> Values the output of one's own work. Takes full responsibility and ownership of the work they are accountable for and ensures quality and timeliness in work products produced.
7. Modelling GPC Values & Behaviours	<ul style="list-style-type: none"> The ability to comply with and embed GPC's values and behaviours in all aspects of work.