



POSITION DESCRIPTION

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|---------------------------|---|--------------------------|-------------------------|
| Position Title: | Media and Government Relations Specialist | Date: | June 2017 |
| Department: | Office of CEO | Supervisor Title: | Chief Executive Officer |
| Job Level of Work: | II | Incumbent | Vacant |

1. Position Context

Gladstone Ports Corporation Ltd (GPC) is a public company incorporated under the *Corporations Act 2001* and is subject to the requirements of the *Government Owned Corporations Act 2001* (GOC Act). Gladstone Marine Pilot Services Pty Ltd (GMPS) is a company incorporated under the *Corporations Act 2001* and is also subject to the GOC Act as a wholly owned subsidiary of a GOC.

The position of Media & Government Relations Specialist (MGRS) is a direct report to the Chief Executive Officer and provides effective corporate strategies that promote the GPC brand.

2. Job Purpose Statement

The MGRS is accountable for establishing and maintaining effective corporate relationships with key Government figures, regulators, major commercial clients, other ports, and communities in which GPC operates. This will be accomplished through the delivery of sustainable corporate communications and media strategies.

3. Job Accountabilities

- **Government Liaison:**
 - Build and maintain relationships at a senior level with key stakeholders (e.g. Department of Transport) to ensure a positive understanding of the GPC and its function.
 - Maintain a current understanding of government processes and senior points of contact with agencies to ensure GPC enquiries are directed appropriately and produce successful outcomes.
 - Ensure all changes in government contacts and processes are disseminated throughout the GPC.
 - Keep abreast of the political, legislative and social environment to provide advice and recommendations on government, media and other external affairs to the Executive.
 - Oversee the response to ministerial requests.
- **Key Port Stakeholders**
 - Build and maintain relationships at a senior level with key port proponents to ensure an open and productive line of communication.
 - Support the Commercial General Manager and the Chief Executive Officer in gaining corporate intelligence on key port proponents' port related projects and strategies.

- Corporate Communications
 - Build effective media relationships and operate as a key senior contact for the media to ensure information provided is appropriate and accords to the GPC's vision, mission and values.
 - Oversee the production of GPC documents for publication such as the Annual Report.
- **Community Relations:**
 - Maintain effective networks, enhance relationships, and advocate on behalf of GPC with stakeholders e.g. local councils, business, and community interest groups such as local environmental groups, to promote a positive reputation for GPC.
 - Develop and oversee community relations strategies including mandatory community consultation.
 - Ensure that attendance at community forums promotes a positive PPA image.
- Comply with GPC's Code of Conduct 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.

4. Decision Making Authority & Impact

In accordance with company policy / systems:

- The ability to access necessary information, obtain resources and use facilities or equipment needed to carry out the work

5. Job Challenges and Impact

- Develop effective communication networks and techniques to provide information to relevant 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.

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

6. Key Relationships

Internal

- Constant interaction with Chief Executive Officer.
 - Regarding all media and community issues impacting GPC's corporate reputation and social licence to operate.
- Regular interaction with General Manager Team (GMT):
 - Report on the progress of opportunities, projects or objectives.

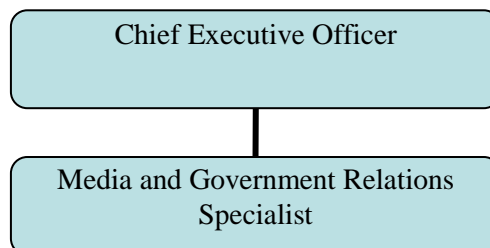
External

- Key stakeholders, including representatives of media networks, community, industry and customers.
- Consultants and contractors.

7. Level of Supervision

Direction is provided in terms of objectives which may require the planning of employee activities, time and material resources for their completion. Limited detailed guidance will be available and the development or modification of procedures by the employee may be required. Performance will be measured against objectives.

8. Organisation Chart



9. Formal Qualifications

Tertiary qualifications in Communications, Journalism or related field are **desirable**.

10. Key Selection Criteria

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

| Competency | Description |
|--------------------------------------|---|
| 1. Strategic Communications | <ul style="list-style-type: none"> Advanced skills in the delivery of communication strategies and plans to engage and inform diverse audiences. Advanced skills in the development of messages for a variety of audiences utilising all communication mediums, whilst promoting a positive organisational image and reputation. Advanced written and verbal presentation skills. Advanced knowledge and skills in best practice communication trends and technology. |
| 2. Project Management | <ul style="list-style-type: none"> Highly developed organisational ability including success in managing numerous & complex actions to deadlines, whilst maintaining effective relationships. |
| 3. Stakeholder Engagement | <ul style="list-style-type: none"> Proven success building and maintaining effective relationships with key executives in government, business, and media. Ability to develop stakeholder engagement plans and facilitate stakeholder engagement. Ability to collate and report on stakeholder engagement including provision of feedback to stakeholders. |
| 4. Social Processing | <ul style="list-style-type: none"> The ability to read social situations, understand the underlying social process and to influence those processes productively. The ability to establish good, productive working relationships both directly and indirectly through team work and partnering. |
| 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. Driving for Results | <ul style="list-style-type: none"> The capacity to overcome obstacles to deliver short-term operational objectives. |
| 7. Modelling GPC Values & Behaviours | <ul style="list-style-type: none"> Willingness to understand, demonstrate and encourage the values and behaviours of GPC. |