

# Communication Portfolio Manager

## Communication and Media Team

### Position details

<b>Classification</b>	EL1
<b>Business area</b>	Communication and Media
<b>Supervisor</b>	Director, Communication and Media
<b>Location</b>	Any location
<b>Position status</b>	Full Time, standard hours
<b>Security clearance</b>	Baseline

### OUR ORGANISATION

Do you want a role supporting our defence personnel? Defence Housing Australia is a Government Business Enterprise providing housing and related services to Australia's defence personnel and their families. Our housing portfolio at approximately 18,500 properties is one of Australia's largest, and our properties are located in all states and territories.

We take pride in serving those who protect Australia and our way of life. We are a motivated and professional organisation, welcoming people from diverse backgrounds with both private and public sector experience. We strive to continually look for innovative ways to improve and deliver services to best meet the needs of our customers. We are committed to creating vibrant and healthy workplaces and encourage you to embrace our purpose and join our team. Together we are building an inclusive culture that encourages and supports equal opportunity and celebrates the diverse voices of our employees and the communities we operate in.

### ABOUT YOUR TEAM

Governance and Communication Branch is responsible for administering DHA's overarching governance frameworks and leading internal and external communication, media management and brand.

The Communication and Media Team are trusted advisors to internal and external stakeholders on better practice communication and media management. The team are energetic and highly motivated to continuously improve delivery of internal and external communication strategies and media management in support of DHA's Corporate Plan and underlying deliverables. This includes major programs of change, internal and external communication campaigns, and business as usual.

We are looking for passionate, experienced individuals who want to work with the business to drive change and improve understanding of key business initiatives. We want people who will work collaboratively with the business to get to a common outcome.

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## YOUR CONTRIBUTION

As a Communication Portfolio Manager, you will work with a considerable degree of independence to manage the delivery of communication plans, advice and products for your allocated business area. This will include:

- Working in partnership with the DHA leaders to design and deliver internal communication campaigns and products to support key change and business as usual initiatives, as aligned with the overall agreed Communication and Media Strategy.
- Being the primary point of contact for any communication related requests from your allocated business area. As the primary point of contact, you are responsible for building and nurturing productive working relationships.
- Working with various stakeholders to translate messaging into internal and external communication products. This may include, but not be limited to: developing and delivering an annual communication program for ADF members and other external stakeholders, intranet and internet content, communication products including newsletters, intranet articles and corporate publications; reviewing and assisting with the communication component of business unit internal communication, change management and project plans and support of people-focused programs and events.
- Development of media materials for dedicated portfolio including media releases, media responses, talking points and factsheets.
- Manage, lead and mentor a small team, setting work priorities, managing workflow, resources and systems to achieve operational outcomes.
- Providing advice, training and awareness on communication across DHA, ensuring the business is aware of the team's service offering and their obligations.
- Report on corporate communication activities (including DHA brand), with a view to improve engagement, increase efficiency and raise DHA's overall brand awareness.
- Oversight of the monitoring and actioning of requests to the team mailboxes
- Other duties as requested by Director, Communication and Media.

## WHAT WE ARE LOOKING FOR

Appointments in the Australian Public Service are merit-based. We will make an assessment of your suitability by looking at what you have done previously – the knowledge, skills and experience you have built, your potential for development, and your personal qualities.

For this role, we will consider if you have:

- Tertiary level qualifications or proven government / commercial communication experience at a management level in organisational communication, public relations or a similar field.
- Proven ability to be a trusted communication adviser to business units and leadership, working with key stakeholders to facilitate common outcomes.
- Proven ability to develop long-term strategies and plans, in consultation with stakeholders and senior leadership, and the ability to translate and operationalise these strategies and plans into programs of work.
- Excellent stakeholder management skills, including resolving conflict and managing sensitivities. You will be exceptional at tailoring your style of communication to different audiences and requirements.
- Excellent verbal and written communication skills, with the ability to apply initiative and creativity to ensure successful message delivery to the target audience.
- Strong and proactive project management skills. You will be able to work on multiple projects concurrently, manage competing priorities and adhere to strict deadlines to achieve results in a high pressure environment.

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- Proven experience in motivating and leading a cohesive, high performing team that is engaged, accountable and empowered to work together and produce high quality work within agreed constraints.

To accompany your application, we request three to five examples from your portfolio of work, including examples of approved strategies and plans as well as examples of your communication products.

### CONDITIONS AND BENEFITS OF THE ROLE

This is a full-time position. DHA's core business hours are between 8.30am and 5.00pm Monday to Friday. DHA operates under flexible working hours and staff may be required to work outside core business hours at times.

Your employment experience with DHA will include work-life balance and flexible working options, competitive salary and benefits (including 15.4% superannuation contributions by DHA), generous leave entitlements, career progression opportunities and a diverse range of interesting projects in a high performing and collaborative work environment.

### HOW TO APPLY

Considering the information above, please use 500 words to detail how your skills, experience and knowledge are relevant to the role and describe the contribution you can make to DHA. This will give us an idea of your writing and comprehension ability, as well as your understanding of the role.

Please refer to the **Australian Public Service Commission's Cracking the Code** for additional assistance with your application.

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