



POSITION DESCRIPTION

Position Title	COMMUNICATIONS ADVISER	Position No.	50029453
Team	[Strategy]	Classification	[Administrative/Professional]
Department	Corporate Communications	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 9]
Reports to	COMMUNICATIONS LEAD 50051107	HR Endorsement	5/05/2020

Purpose

To support and deliver communications which align with the ABC's strategic objectives.

Key Accountabilities

Corporate communications

- Provide high level support to the Head of Communications to ensure effective and best practice corporate communications.
- Develop and implement strategic internal communications for ABC teams and projects.
- Establish and maintain strong relationships with relevant internal stakeholders and support their communications needs.
- Represent the ABC Strategy Team on relevant projects and working groups.
- Prepare, edit and distribute ABC internal communications to all staff via emails, newsletters, intranet and other platforms.
- Develop an in-depth understanding of the ABC's staff and culture to guide communications within the organisation.
- Provide counsel to the Leadership Team and input into key messages and internal communications planning for major initiatives and issues as required.

Platform management

- Act as site administrator and editor of the ABC intranet including; platform management, preparing and publishing content, providing support and advice to business units to manage content, analysis of site performance, managing relationships with ABC Technology teams and platform vendors and manage the planning and implementation of improvements and new features.
- Act as site administrator and editor of the ABC's corporate website including; platform management, preparing and publishing relevant content and user management.
- Act as editor and moderator for the ABC's corporate LinkedIn account. Manage the ABC's corporate media monitoring account including; supporting users and senior staff to ensure service is meeting requirement and manage relationship with vendor.

Leadership/Teamwork

- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.
- Collaborate with the ABC communications team on communication development and distribution.
- Identify potential risks and initiate action to quickly resolve or escalate issues, which may put the ABC's reputation and brand at risk.





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Key Capabilities/Qualifications/Experience

1. Tertiary or equivalent demonstrated experience in communications/media/public relations.
2. Demonstrated understanding of current internal communications practices and tools
3. Demonstrated strong project management skills, with the capacity to develop effective internal communication strategies appropriate to business needs including the ability to meet deadlines and objectives..
4. Demonstrated high Level experience using and administering web content management systems with advanced editorial skills and judgement.
5. Strong communication and interpersonal skills and an ability to understand and interpret business needs.
6. Exemplify professionalism, personal drive and initiative.
7. Ability to think strategically and communicate complex ideas and concepts clearly and effectively.
8. Ability to create and deliver communications for a variety of audiences and across a variety of communication channels
9. Demonstrated ability to work effectively and manage relationships with internal stakeholders and external partners using effective communication skills.
10. A good working knowledge and understanding of ABC output and corporate policies, including Editorial Policies and guidelines.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.