

Position Description



Position Title	Team Leader Media
Position No	00044456
Position Structure Level	005
Job Designation	Adviser
Organisational Unit	Media Corporate & Government Affairs
Work Centre	Brisbane
Position Type	Permanent
Rail Safety Worker	No
Medical Fitness Standard	Refer to relevant business instructions.
Performance Plan Type	Team Leader
Base Hours (Fortnight)	76.00
Shiftworker	No
Classification (Range)	AS7 .1 - AS7 .4
Pay Scale Type	ASPT
Reports to Position	Manager Media & Government Affairs

QUEENSLAND RAIL VALUES:

1 Queensland Rail - Be One, Proud and Focused
Treat each other with Respect - Be Open, Honest and Supportive
Enjoy what we do - Be Positive, Involved and Enthusiastic
Act Safely - Be Aware, Prepared and Accountable
Make a difference - Be Innovative, Adaptable and Resourceful

Position Purpose

Lead a team in managing media relations, social media, issues and external communication function for Queensland Rail to enhance and protect its reputation.

Manage the relationship with the Transport Ministers media advisors and provide high level advice to the CEO and executive management team.

Position Responsibilities

1. Develop and lead the implementation of Queensland Rail's external communication strategies including: setting terms of engagement across each media channel; monitoring coverage and promoting a positive media image of the organisation; use of different communication channels; and the establishment of communication and governance frameworks.
2. Provide timely and strategic advice to the CEO, executive management team and Ministers Office to address a range of media issues and proactive communication opportunities in a highly sensitive environment.
3. Lead Queensland Rail's external communication through the development and coordination of organisational responses to specific planned/unplanned issues and events; and monitor media activity to identify and optimise opportunities to protect and enhance Queensland Rail's reputation.
4. Responsible for the quality of all Queensland Rail's external communication such as media materials, factsheets, speeches etc.
5. Build and maintain effective working relationships with internal and external stakeholders to ensure objectives are achieved and to establish a collaborative approach on internal and external

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communication issues and to ensure all initiatives are appropriately supported and managed.

6. Lead a high performing team to achieve Queensland Rail's strategic objectives in the areas of corporate communication, as demonstrated through meeting performance measures and timelines, safety responsibilities and continuous improvement initiatives.

Additional Factors

The appointee will be required to :-

- Comply with Queensland Rail's Code of Conduct;
- Observe all legal and safety obligations of the organisation;

What is the key selection criteria

1. High level of skills in providing leadership and strategic communication advice, including developing, implementing and evaluating programs to support business initiatives in a commercial environment.
2. High level of influencing, interpersonal, consultation, relationship building and negotiation skills that build and sustain productive relationships and partnerships.
3. High level of conceptual thinking, problem solving and decision making skills and implementing process improvement in a complex business environment.
4. High level of written communication skills with particular focus on writing and/or editing complex business correspondence, and use of all media (including preparation of speeches, brochures, fact sheets briefing papers, issues management briefings etc).
5. High level of skill to develop a stimulating work environment that motivates employees to align with the future vision of the Queensland Rail business and collectively work to achieve desired results.
6. Knowledge of and willingness to commit to and work within Queensland Rails Values and Behaviours.

Mandatory Qualifications (If not already held, I will gain these when in position)

40007588 All Aboard
40001627 Building Emergency Procedures

Enterprise Qualifications (If not already held, I will gain these when in position)

40009601 Code of Conduct Refresher
40006537 Rail Safety Awareness

Health, Safety and Environment Responsibilities

Comply with the overarching document called Health, Safety and Environment Responsibilities MD-11-6843 located in the Safety and Environment Management System.

Personal Protective Equipment needs:

Refer to relevant business instructions.

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Safety Publications

Refer to relevant business instructions.

Please Note:

Queensland Rail has a random alcohol and other drug testing program.

Testing can occur anywhere, at any time, on any day.