



Position Description

Head, Communications and Government Relations

Office of Engagement and Enterprise

Classification SNR03

Workplace agreement [Charles Sturt University Enterprise Agreement](#)

Date last reviewed October 2024



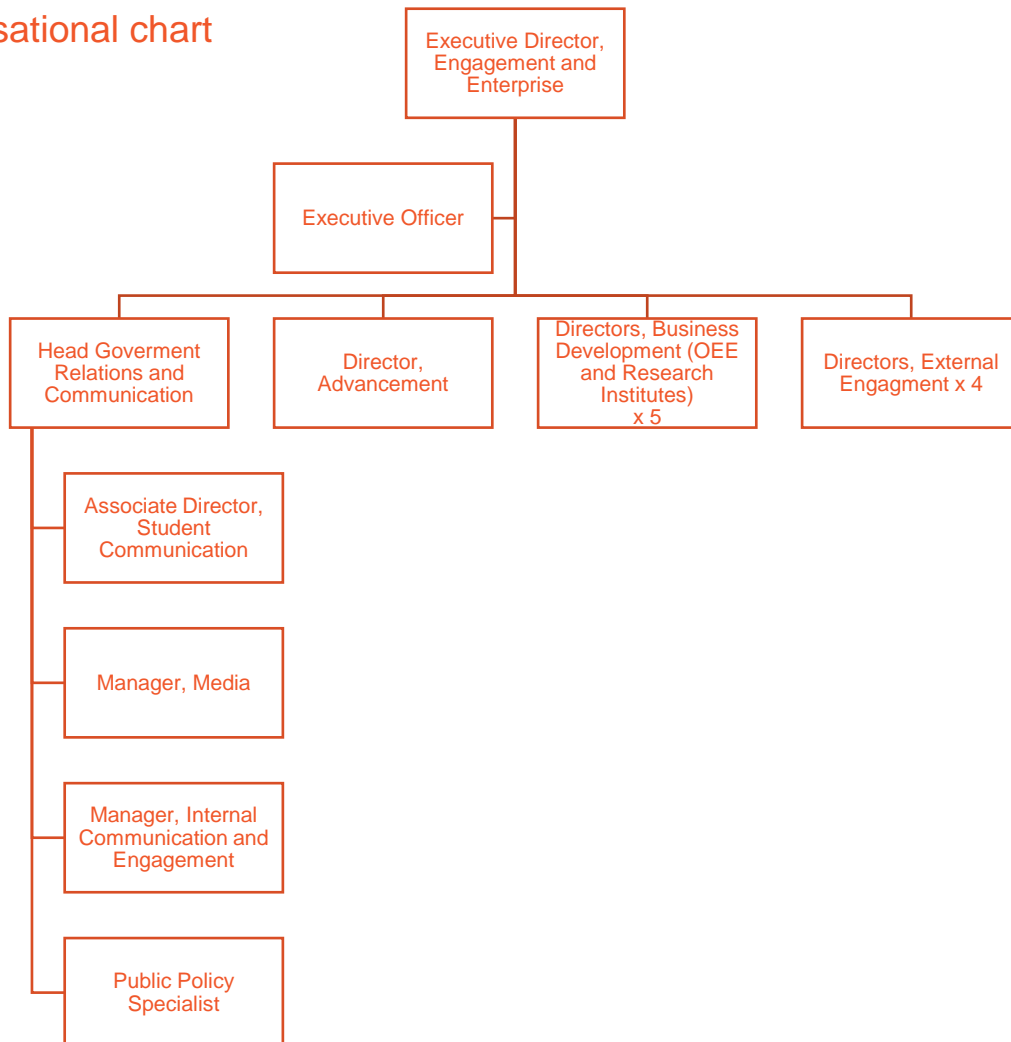
Office of Engagement and Enterprise

The Office of Engagement and Enterprise reports directly to the Vice-Chancellor and leads the following activities:

- Charles Sturt Engagement Strategy 2030.
- Government Relations with Commonwealth, State and Local Authorities.
- Public relations, media and communications.
- Charles Sturt University Business Development and Enterprise.
- Development and initiation of strategic partnerships.
- Strategic external engagement activities across the University's footprint.
- Philanthropy and Alumni activities.

The Office provides strategic leadership, expertise, and a range of services to support whole-of-University goals associated with its commercial and strategic intent. In achieving these goals, the Office collaborates with a broad network of external stakeholders. In addition, the Office works with all areas of the Charles Sturt community to build university capability and develop a strong and integrated approach to business development, community engagement, internal and external communications, government relations and advancement.

Organisational chart





Reporting relationship

This position reports to: Executive Director, Engagement and Enterprise

This position supervises: Associate Director, Student Communications
Manager, Media
Manager, Internal Communication and Engagement
Public Policy Specialist

Key working relationships

- Vice-Chancellor and the Executive Leadership Team
- Chief of Staff
- Executive and senior leaders in Office of Deputy Vice-Chancellor (Research)
- Executive and senior leaders in Office of Deputy Vice-Chancellor (Academic)
- Executive and senior leaders in Office of Chief Operating Officer
- Directors, External Engagement

Position overview

The Head, Communications and Government Relations is responsible for overseeing and managing Charles Sturt's communications, government relations and public relations operations and strategies. The position plays a key role in representing and advocating for the University with government representatives – Commonwealth, State and Local. It involves developing and executing comprehensive communication strategies to enhance the organisation's reputation, influence and stakeholder engagement. The Head of Government Relations and Communication will lead a dynamic team and work closely with senior leadership to align messaging with the University Strategy 2030.

The role will lead the development and implementation of integrated communications activities, with a focus on our key audiences and channels, including:

- Media and Public Relations
- Government Relations
- External communications
- Student and staff communications
- Digital and social media communications
- Local Area media and communications

The role will champion, lead and engage a team of strategic communications and policy professionals to ensure the University's government relations, media and communications activities are integrated, consistent, high quality, accessible, measurable and add value to the overall organisation and its strategic direction.

Advanced influencing, engagement and technical capabilities are essential to the role. This leader will demonstrate the ability to expand and nurture networks of Ministers, Department Heads, Ministerial



Officers, media representatives, clients and other key stakeholders with an aim to engage, reinforce and cultivate Charles Sturt's reputation. Further, the leader will hold advanced capabilities in relation to organisational reform and business management.

Principal responsibilities

- Oversee the development and implementation of an integrated Charles Sturt communication, government relations, media and public relations strategy and ensure alignment which enhances the strategic priorities of the University.
- Work with the Executive Director, Engagement and Enterprise and senior leadership of the University to identify strategy-aligned advocacy opportunities and implement processes for developing, sustaining, and building on those opportunities in the interests of the University and its partners.
- Oversee the development and maintenance of positive relationships with State and Commonwealth government stakeholders.
- Lead and coordinate activities for government relations and engagement including positioning the University to respond effectively to local, state, and national initiatives, including the development and maintenance of strategic partnerships and networks.
- Represent the University in engagement with government representatives as appropriate, and lead the coordination of strategic advice, planning and protocols related to government relations activities.
- Establish the Communications unit as the subject matter expert on integrated, strategic communications for Charles Sturt. Be a central point of contact for strategic media, public relations and communications activities - both internally (senior leadership) and externally (stakeholders such as media outlets and government offices), to provide strategic advice and information.
- Build and enhance internal networks of influence within the University, establishing business partnering priorities and protocols, shared frameworks and mutually beneficial objectives for strategic communications activities.
- Develop and manage internal communications messages across a range of platforms, including the research and implementation of improved methods and media to communicate to staff. Ensure the approval flow and timing of key messages and their distribution are consistent and efficient to ensure message publication is timely and considered.
- Write speeches, develop internal and external presentations and reports for the Vice-Chancellor, Chief Operating Officer and other senior leaders as required.
- Remain abreast of the latest trends, major issues, new and emerging communications and media technologies, to ensure compliance with relevant National and International Acts, Regulations, Codes and Policies that relate to media, social media, communications and public relations activities.
- Provide strategic leadership, mentoring and development to the media and communications team, by providing clear expectations and directives. Produce cyclical reports on key media metrics. Foster a positive workplace culture, where innovation and flexible work strategies are considered which creates a continuous improvement environment that enables the team to meet the University's strategic goals and objectives.
- Other duties appropriate to the classification as required.



Required capabilities

This section comprises capabilities from the Charles Sturt [Capability Framework](#). Read the Framework for more detail regarding these capabilities.

Capability	Capability Definition	Level of influence
Innovates		
Acts Strategically	Analyses opportunities to determine effective solutions and solve problems in order to achieve short and long-term objectives.	Influence groups/systems
Connects		
Builds Relationships	Implements interdisciplinary collaboration, adopts diversity and inclusion principles, and facilitates relationship building to work effectively with others.	Influence groups/systems
Communicates with Influence	Listens to understand the position of others and leverages effective communication and negotiation skills in order to influence and navigate toward mutually beneficial outcomes.	Influence others
Achieves		
Manages Change	Assumes responsibility for change. Supports change initiatives, builds knowledge to understand purpose and impact. Supports others to engage with change to deliver outcomes.	Influence groups/systems
Drives Impact	Collaboratively engages with peers and stakeholders in the community and industry. Places our people and students at the centre of design decisions.	Influence groups/systems

This section comprises of Enabler and Manages Effectively capabilities from the Charles Sturt [Capability Framework](#).

Capability	Capability description	Level of influence
Manages Effectively		
Builds Effective Teams	Builds teams with complementary abilities and skill sets, encourages effective communication and collaboration and cultivates a supportive environment to reach objectives.	Influence others

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a vehicle distance up to 500km per day within the terms of the university's [Driver Safety Guidelines](#)



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. Relevant qualifications and extensive experience, as a stakeholder engagement, media and communications executive in a fast-changing, complex, large organisation.
- B. An understanding of the Australian higher education policy and funding context; and how this shapes strategic communications, government relations, media and public relations strategies.
- C. Proven capabilities in designing and implementing an integrated communication, government relations, media and public relations strategy for a large organisation; targeting and influencing a range of audiences, ensuring appropriate mechanisms are in place to track and measure related outcomes; and to communicate these to senior management.
- D. Significant leadership/management experience with demonstrated skills in organisational reform, building networks of influence and developing effective teams to achieve required outcomes.
- E. Advanced stakeholder engagement capabilities, with proven abilities to deliver outcomes with Ministerial Offices, Department Heads, and across internal organisational functions via business partnering, processes and systems.