Position Description

Manager, Internal Communication

Public Relations and Communications

Office of Engagement and Enterprise

Classification	Level 9
Special conditions	Frequent travel and irregular hours may be required.
Workplace agreement	Charles Sturt University Enterprise Agreement
Date last reviewed	September 2024

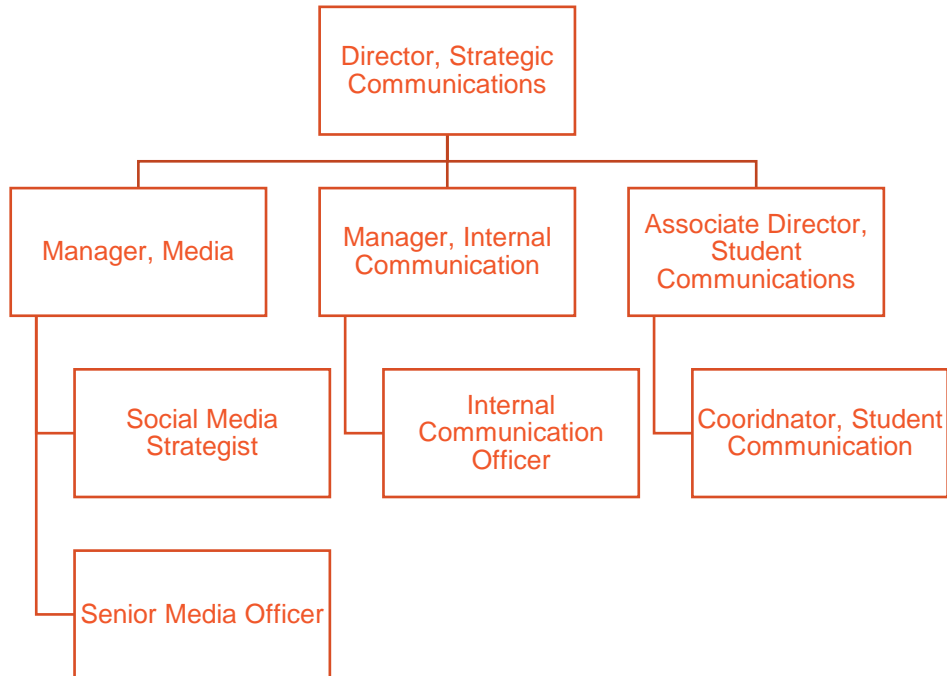## Office of Engagement and Enterprise

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

- Charles Sturt Engagement Strategy 2030.
- Charles Sturt University Business Development and Enterprise.
- Development and initiation of strategic partnerships.
- Strategic external engagement activities across the University's footprint, including Charles Sturt Regional Engagement and Local, State and Commonwealth government relations.
- Public relations, media, and communications.
- 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: Director, Strategic Communications

This position supervises: Internal Communications Officer

Key working relationships

- Executive Director, Engagement and Enterprise
- Office of the Vice-Chancellor
- Office of the Chief Operating Officer
- Division of People and Culture
- Strategy Office

Position overview

The Manager, Internal Communication will develop an internal communication strategy for the University to communicate major projects and initiatives, management updates, University Strategy and ad hoc responsive communications in order to improve the information flow to all staff at the University.

The role will be responsible for working with a broad range of stakeholders in developing communications campaigns that engage Charles Sturt staff and achieve communications objectives. The role will oversee the University Strategy Communication Officer in ensuring the key messages regarding each stream of the University Strategy are communicated effectively and in line with the change management requirements of the Strategy.

The Manager, Internal Communication will be responsible for the look, feel and execution of all corporate internal communications for the University, including planning, development, approval, implementation and measuring effectiveness.

Principal responsibilities

- **Values:** Consistently embody the University's values in behaviour and decision-making, while encouraging inclusivity and collaboration to foster a safe and respectful work environment.

- **Leadership**: Lead by example to inspire, empower, and foster a culture of collaboration, innovation, and continuous improvement. Ensure clear direction, effective communication, and accountability, driving organisational success and individual growth, and a safe working environment.

- Develop and implement an internal communication strategy that encompasses all major internal facing initiatives while considering mechanisms for responding to ad hoc requirements.

- Provide high level strategic internal communications advice to the Vice-Chancellor's Leadership Team, Directors and project leads.

- Develop and manage a content calendar that supports the communications strategy and provides visibility of initiatives. Develop a creative look, feel and presence to provide internal messages with an identity that aligns and supports the overarching brand.

- Enhance the use of technology for internal communication purposes, including investigation of new platforms and increased use of videography, infographics and html email platforms.

- Lead the development of effective tools, channels and a communications hierarchy system to enable effective internal communications to a broad range of internal stakeholder groups.

- Drive the future development of the Staff Hub.

- Apply the University's Change Management methodology to communication plans, ensuring messaging is providing the greatest value to the audience.

- Manage key relationships with internal stakeholders and team to ensure both information flow and content gathering are effective and efficient.

- Develop processes, procedures and documentation to support an effective communications function.

- Write effective, engaging and audience appropriate messages for dissemination.

- Gather, interrogate and report on data derived from internal communications to provide management with ongoing updates on effectiveness and contribution to overarching University indicators for communication.

- Prepare high level briefings, reports and presentations to support internal communications plans and outputs.

- Organise and deliver the Vice-Chancellor's Forums to ensure an ongoing strategic agenda to the top level management of the University.

- Oversee the activities of the Internal Communication Officer.

- 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 self
Optimises Digital Environment & Data	Builds own knowledge of new technologies, adopts appropriately and uses data to draw insightful conclusions.	Influence self
Connects		
Builds Relationships	Implements interdisciplinary collaboration, adopts diversity and inclusion principles, and facilitates relationship building to work effectively with others.	Influence self
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 self
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 self
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 self

This section comprises of Enabler and Manages Effectively capabilities from the Charles Sturt Capability Framework.

Capability	Capability description	Level of influence
Enablers		
Utilises Technology Effectively	Builds capability in relevant technologies, complies with security obligations and addresses the ethics of technology use to minimise risk.	Influence self
Manages Projects Effectively	Applies effective planning and coordinates effort using project management practices to deliver specific project objectives.	Influence self
Manages Effectively		
Clarifies Purpose and Inspires Direction	Clearly articulates the purpose and strategies of Charles Sturt and alignment to teamwork priorities. Provides a sense of direction and motivates people and teams to strive for it.	Influence self
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 self

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. A relevant qualification with substantial knowledge and experience relevant to the role.

B. Advanced experience in developing and implementing communication strategies in a complex environment, working with a broad range of stakeholders.

C. Excellent digital literacy, including an understanding of web development, design, videography and social media strategy and publishing, while researching new technology.

D. Demonstrated ability to influence internal stakeholders and lead through change.

E. Proven leadership and staff management skills.