

EXECUTIVE COMMUNICATIONS MANAGER

STATEMENT OF DUTIES

Do you love working in an environment where you can make things happen collaboratively and create value through strategic corporate communication and engagement. Tourism Tasmania is looking for an Executive Communications Manager to build and maintain positive relationships with our key stakeholders, including media, and craft compelling messages for a variety of channels and audiences.

This role will work collaboratively with the Office of the CEO to develop and implement Tourism Tasmania's corporate public relations and engagement program aligned with the agency's strategic objectives.

We are looking for an experienced communications professional skilled in strategic messaging and creating compelling content, demonstrated experience in media management and who will bring energy, creativity and innovation to our program to engage and communicate with our stakeholders.

If you are naturally curious with a storytelling ability and can bring a creative mind and clear and impactful communication to everything you do, we'd love to hear from you.

THE POSITION

Employment Type:	Fixed term, part-time (0.8FTE) for 12 months
Position Number:	005521
Hours:	73.50 per fortnight
Location:	Hobart
Division:	Office of the CEO
Award/Classification:	Tasmanian State Service Award, General Stream Band 6

WHAT YOU'LL BE RESPONSIBLE FOR

- Working directly with the Chief Executive Officer (CEO) and Executive team to provide high level strategic communications and corporate public relations advice and managing media liaison to enhance the agency's engagement program.
- Working closely with internal teams to support the delivery of high-quality communication strategies, meetings and events to ensure the agency is well represented and positively influencing stakeholders.
- Acting with the highest professionalism and discretion in the coordination and management of all activity.

WHAT YOU'LL WORK ON

- Work closely with the CEO and the agency's executive to identify and proactively manage opportunities to enhance Tourism Tasmania's reputation and engagement with stakeholders through strategic communications, corporate public relations and events.
- Build and maintain positive relationships with key stakeholders, including media, to support the delivery of desired outcomes.
- Work closely with the marketing and communications teams to prepare compelling and engaging content including key messaging, speeches, media releases, articles, social and video content.
- Lead the redevelopment of agency's intranet platform and drive the internal communications program to engage and communicate effectively with the team.
- Prepare briefing materials and presentations for internal and external audiences aligned to key communication and engagement objectives.
- Facilitate and foster appropriate workflows and processes to support the efficient management of the Office of the CEO including strategic communications for the CEO.
- Be internally driven, self-reliant and motivated to be creative and take initiative to identify and solve issues before they become problems.

WHO YOU'LL WORK WITH

You will report to and receive strategic direction from the Director, Office of the CEO, but you are expected to operate with a high degree of independence and autonomy. You will work collaboratively with your peers across the business to implement Tourism Tasmania's corporate public relations and engagement program.

You will engage directly with the CEO and Executive team, as well as the Premier's office, Board, media, and industry stakeholders.

WHAT YOU NEED TO HAVE

1. Extensive communication skills, both written and verbal, with the ability to craft compelling messaging for a variety of channels or audiences.
2. Significant experience in delivering effective corporate communications and PR strategies with a proven track record of success.
3. Highly organised with strong project management skills including experience delivering internal communications and managing communications platforms.
4. Proven experience working with media contacts, industry influencers and event partners to deliver desired outcomes, and the ability to work collaboratively in a fast-paced environment with tight deadlines and changing priorities.
5. Ability to exercise sound judgement, identify and resolve issues and make appropriate recommendations.
6. Personal drive and integrity along with a commitment to upholding shared values. Be prepared to try something new, disrupt the status quo, engage with risk, bring creative energy and show personal courage and poise under pressure.

REQUIREMENTS OF THE POSITION

Desirable

- A demonstrated knowledge or understanding of Tourism or the Tasmanian visitor economy.
- Relevant tertiary qualification or proven experience and achievement in a similar role.

WHO YOU ARE

You are an experienced communications professional who is skilled in strategic messaging and creating compelling content. You bring energy, creativity and innovation in the ways you engage and with stakeholders and you are driven by connecting with people and building positive relationships. You look for opportunities to strategically create value through story and communication, and you make things happen collaboratively and efficiently

You have a strong connection with and an authentic passion for Tasmania as a brand and destination and are excited to make a difference to our brand, our team, and our industry.

WHO WE ARE

Tasmania is no ordinary place, and we are some of the privileged few who get to tell its stories to the world. We're here to connect travellers culturally and emotionally with our island to deliver social and economic benefits that are shared with all Tasmanians.

At our heart, we are simply a team of spirited humans united by our deep connection with Tasmania and its people. The strong sense of meaning we gain from our work ignites us.

When Tasmania is seen, so are we. When it thrives, so do we.

OUR VALUES

Our values represent the foundation of our culture and enable us to create positive employee experiences. We bring our values to life through our everyday behaviours and actions. We attract, recruit, and retain people who align with and uphold our values. With us, what you see is what you get. We're connected and dedicated to our people, our industry and our island.



**Passionately
Connected**



**Fearlessly Forward
Thinking**



**Authentically
Human**



**Quietly Pursuing
Extraordinary**

WHY WORK FOR US

Just as Tasmania is no ordinary place, Tourism Tasmania employees are no ordinary people. This translates into everything we do, just as Tasmania delivers unique experiences, we deliver an employee experience where we connect through the exchange of ideas, stories, and knowledge. We invite our people to be bold, unafraid of failure, curious and creative, where they grow from every opportunity.

We take care of our people, providing flexible work options to help them achieve the tricky balance between work and life. Our people have access to a range of leave options to support them through navigating life's ups and downs and work in an environment where we get life's challenges. Our people also have access to a range of wellbeing initiatives, and work in an environment where they belong.

We support our people to be the best version of themselves. Living our Values, we ensure that our people are passionately connected and are grounded in our shared purpose with strong connections to each other, our industry, our island, and the Tasmanian community.

We are a part of an integrated ecosystem. In our team our people are included and have a voice, and we encourage them to be fearlessly forward thinking and seek the "air" to be brave. We use our collective courage to navigate challenges, think big, push boundaries, and be creative in the face of uncertainty. We inspire our people to be authentically human by cultivating a "no bullshit" environment where respect, vulnerability, fun, and empowerment coexist.

At Tourism Tasmania we value difference and trust in each other, holding space for true authenticity. We support our people to pursue the extraordinary in an environment where we do the hard things, lead with accountability, and do great work - always with an added dash of Tassie magic. We are a challenger brand in every way, and we want our people to challenge themselves and achieve their ambitions through ongoing learning and development.

We are committed to high standards of safe work practices, through providing an environment that supports the physical and psychological safety of our people. We comply with the requirements of the *Work Health and Safety Act 2012* and the *Work Health and Safety Regulations 2012*. We prioritise wellbeing, diversity and equity.

Tourism Tasmania does not tolerate discrimination, harassment or bullying in the workplace. We have a culture of zero tolerance towards violence, including any form of family violence. We take an active role to support employees and their families by providing a workplace that promotes their safety and provides the flexibility to support employees to live free from violence.

We are committed to the way we work with vulnerable people, including promoting a child safe culture through our commitment to the safety, wellbeing, and empowerment of all children and young people.

The *State Service Act 2000* including the State Service Principles and Code of Conduct applies to our employees. These can be located at www.dpac.tas.gov.au/divisions/ssmo.