

Position Title	Communications and Stakeholder Engagement Manager
Classification	Level 8
School/Division	Perth USAsia Centre
Centre/Section	
Supervisor Title	External Relations Director
Supervisor Position Number	315048
Position Number	

Your work area

The Perth USAsia Centre (Centre) is a non-partisan and not-for profit institution. Through research and educational activities, the Centre strengthens strategic thinking between Australia, the Indo-Pacific, and the United States and engages thought leaders to address challenges and opportunities in the Indo-Pacific region.

Based at The University of Western Australia (UWA), the Centre is an independent company and shares the values of the University. It has a strong commitment to personal effectiveness, working collaboratively and demonstrating a focus on results.

This position is an integral part of the Communications Team, which is responsible for the delivery of innovative, professional, and strategic communication and engagement activities. The team is integral to the Centre's success in areas of research, analysis, education, community building, events, and other programs. Best practice and innovation are embedded across our digital, stakeholder relations, content, media, outreach, and capacity building activities.

Reporting structure

Reports to: External Relations Director

Direct reports: Promotions and Communications Officer x1 and Digital Communications Officer x1

Your role

Under broad direction, you will lead the Centre's communication and stakeholder engagement strategy, ensuring alignment with the Centre's objectives. You will manage the Centre's brand, fostering strong relationships with key stakeholders, and promoting Centre activities. Your role will involve overseeing the Communications team.

With a focus on aligning marketing and promotional efforts with Centre objectives, you will play a crucial role in driving brand awareness to operationalise communication activities to support the delivery of the Centre's business plan.

Your key responsibilities

Develop and deliver an annual communication plan to build and sustain the Centre's public profile and key stakeholder relationships.

Manage the Communications team and a range of related administrative functions that include personnel, compliance, reporting, processes, and finance.

Provide regular high-level reporting that includes metrics, outcomes, and feedback to assess the quality and effectiveness of Centre communication activities in alignment with the Centre's business plan.

Develop and implement a stakeholder engagement plan to maintain and proactively identify key stakeholder groups across government, business, education, media, and the public.

Manage the administration and reporting of stakeholder engagement including the CRM, benchmarking, analytics, feedback, and impact.

Participate in Centre and external events to enhance the external profile of the Centre and cultivate and identify relationships with key stakeholders.

Lead the development and delivery of marketing campaigns for Centre, and its activities including events, publications and online courses ensuring consistent branding and messaging across all communication channels.

Manage the Centre's digital channels across social media, EDM and website platforms, including overseeing the creation and dissemination of digital content.

Develop and maintain strong internal relationships and collaborate with Centre colleagues to ensure an integrated approach to the delivery of Centre activities.

Contribute to the practice of continual improvement as it relates to Centre protocols, internal processes, and operational documentation, including the development of various best practice program policies, processes, templates, and tools.

Perform other duties as directed.

Your specific work capabilities (selection criteria)

Relevant tertiary qualification or demonstrated equivalent experience in communications management.

Proven experience in developing and executing communication strategies across a wide range of communication channels and audiences.

Proven track record of successfully managing communication teams.

Excellent initiative and problem-solving capabilities, with the demonstrated record of adapting to change and recommending improvement strategies.

Excellent analytical, written, verbal and superior presentation skills for multiple audiences.

Excellent organisational, planning and time management skills, with the ability to set priorities and to meet deadlines.

Proficiency in a range of tools and platforms that support the delivery of communications activities including CRM software, website hosting and analytics, EDM's, social media and paid advertising.

Demonstrated experience communicating across a broad range of high-profile stakeholders including government officials and industry leaders.

Highly developed ability to work in a team and contribute to organisational goals, including by assisting others, and embracing new responsibilities in a fast paced, dynamic environment.

Experience with government agencies and exposure to international relations is desirable.

Special requirements (selection criteria)

Current National Police Clearance Certificate.

Occasional weekend and after-hours work.

Overseas and domestic travel will be required.

Compliance

Ensure you are aware of and comply with legislation and University policies.

To learn more about the Code of Conduct, see [Code of Conduct](#).

To learn more about Diversity, Equity and Inclusion, see [Diversity, Equity and Inclusion](#).

To learn more about Safety, Health and Wellbeing, see [Safety, Health and Wellbeing](#).