



EXTERNAL COMMUNICATIONS MANAGER

DEPARTMENT/UNIT	Monash Sustainable Development Institute/ClimateWorks Australia
FACULTY/DIVISION	Provost and Senior Vice-President
CLASSIFICATION	HEW Level 8
WORK LOCATION	Melbourne CBD

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Monash Sustainable Development Institute (MSDI) aims to improve the understanding and the interplay between society and the environment, to generate the knowledge needed to solve related complex, interdisciplinary problems, and to develop policy, management and technology options. MSDI is committed to delivering solutions to key sustainability challenges through promoting and facilitating research, embedding sustainability into education programs and partnering with government agencies, industry, philanthropic organisations and other universities to continue to conduct and produce research and education that leads to meaningful impacts for a more sustainable Australia.

ClimateWorks Australia is an independent, research-based, non-profit organisation working within Monash Sustainable Development Institute and committed to catalysing reductions in greenhouse gas emissions. Since its establishment in 2009 by the Myer Foundation and Monash University, ClimateWorks has built a reputation as a trusted, credible and fact-based broker by working in partnership with leaders from the private, public and non-profit sectors. ClimateWorks' projects combine robust analysis and research with clear and targeted engagement that have a demonstrated impact at a local, national and international level. ClimateWorks' goal is to help achieve net zero emissions for Australia and Asia Pacific, through two main lines of activity: Research focused projects that identify gaps and opportunities for achieving a zero-carbon economy; and action focused projects to catalyse action through engagement with key industry and government stakeholders. For more information, visit www.climateworksaustralia.org.

POSITION PURPOSE

The External Communications Manager is tasked with amplifying the work of others at ClimateWorks by connecting key influencers with our work and the ClimateWorks staff who author it, increasing the impact of our organisation towards the net zero emissions goal. This will be achieved by working with ClimateWorks Australia's CEO and Program Managers to develop strategies and write content that translates their expert work into digital media, interviews and presentations and drives strong engagement with key decision makers.

Success will be that ClimateWorks' staff are confidently presenting content effectively for its key audiences both proactively and reactively, to increase ClimateWorks' contribution to accelerating climate action and improving understanding of pathways to net zero emissions.

The External Communications Manager is 'learning agile', meaning they are comfortable adjusting to a fluid business environment where rapid change is the norm. They also are resilient, and excited by the idea of working in an entrepreneurial culture and on pioneer research topics in support of the climate solutions mission of the organisation. They also have a global perspective, are politically savvy, and are highly attuned to the nuances and impact of global legislative, regulatory and policy issues.

Finally, the role is collaborative, understanding their greatest impact can be in helping to interpret and influence decisions and strategy. As a result, they are skilled at not only building strong internal relationships, but capacity building internal staff talent in a way that broadens key skill sets and builds organisational capability.

Reporting Line: The position reports to the Operations Manager under broad direction with a measure of autonomy

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Work with ClimateWorks Australia CEO, Program Managers, Communication Manager and Media Adviser to develop and deliver communications that engage key stakeholders in Government, business, industry and media
2. Develop a ClimateWorks' external communications strategy to align programs of work to external activities include carrying out research and evaluation of events and supporting the coordination and participation in events and preparing necessary communications assets
3. Facilitate and activate key CWA staff to write about and fluently talk to our work amongst peers, partners, leaders, funders and other key stakeholders and public audiences
4. Develop and drive both planned and reactive communications activity aimed at government/industry audiences, as required
5. Progress the development and delivery of a corporate communications program across the media landscape and to industry stakeholders to build engagement with ClimateWorks' analysis and the net zero carbon emissions goal
6. Develop a deep understanding of ClimateWorks business strategy so you can make strong judgement calls in prioritisation of work across the external communications agenda
7. Maintain up-to-date awareness of government and industry actions and policy which may affect or impact ClimateWorks' business operations or strategy. Incorporating this knowledge into communications advice to relevant ClimateWorks staff and into communications materials as needed
8. Work with ClimateWorks' communication team to actively source and create opportunities that further build ClimateWorks' reputation

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
 - extensive experience working in media/communications and management expertise; or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Substantial experience in communications strategy and operations, including provision of expert, strategic advice, project management, reporting and consulting
3. Highly developed written and oral communication skills with experience translating complex or technical information into engaging, plain English content
4. Experience developing a deep understanding of organisational business strategy in order to make informed decisions and ensure all communication adheres to independent, non-partisan guidelines
5. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines
6. Excellent relationship building and management skills including the ability to undertake consultative processes, engage with senior management, influence and negotiate with a variety of stakeholders
7. Highly-developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions
8. Excellent interpersonal skills with the ability to provide authoritative advice and effectively translate, communicate and present complex information

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.