

SENIOR ADVISOR, TEAM COMMUNICATIONS

Position Description

The Pillar

The Customer Experience Pillar ensures that Arts Centre Melbourne places the customer first by creating and delivering experiences of unique value. The team is accountable for delivering an integrated end-to-end customer journey that provides a remarkable experience each and every time. We deliver success in our customer focused business functions of Front of House, Ticketing, Marketing, Food & Beverage, Strategic Communications, Car Park, Retail and Guided Tours. We are the largest team in the organisation with over 450 people.

Strategic Communications

The Communications team is responsible for external and internal communications, narrative and storytelling, strategic and campaign-based media, brand integrity, leadership positioning, reputation and issues management, change communications, internal culture, publications and stakeholder engagement. It builds and communicates a compelling narrative around Arts Centre Melbourne's purpose, impact and value to the people of Victoria, the creative industries, and in generating advocacy and engagement for the Reimagining Arts Centre Melbourne (RACM) project, central to the Victorian Government's Melbourne Arts Precinct Transformation (MAPT). The team is also responsible for internal engagement, business transformation communications, and bringing the mission and purpose of the organisation to life, internally through activation of the culture statement: *The Role You Play*, and externally through powerful and compelling storytelling.

The Role

To oversee the development and implementation of internal communications strategies that will engage and motivate Arts Centre Melbourne's workforce, while helping them to understand key organisational information, organisational drivers and objectives. The role will provide embedded partnering support to leaders of change and business transition, to foster team understanding, connectedness and well-being during periods of major change. This role will also have a particular focus on employee culture and engagement, HR-related activities, activation of our culture statement: *The Role You Play* and generating curated content for internal audiences through owned channels.

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| Type | Full Time Fixed Term (12 months) |
| Reports to | Associate Director, Communications |
| Direct Reports | Communications Advisor |
| Salary/Hourly Rate | ACM Enterprise Agreement 2022 Band Full Time 4.1 |
| Key Relationships | <i>Internal:</i> All teams across Arts Centre Melbourne <i>External:</i> Peer equivalents across the sector, peers within Creative Victoria and Development Victoria, and organisations supporting ACM projects and initiatives such as the Arts Wellbeing Collective. |
| Delegation | Financial and people delegations as per current policy. |
| Location | Arts Centre Melbourne premises (subject to potential relocation as part of the Reimagining Arts Centre Melbourne project) |
| Other | SGA Employee under the ACM Enterprise Agreement 2022 Satisfactory completion of a National Police Check required You will hold valid working rights in Australia (subject to verification) |
| Last Reviewed | May 2022 |

KEY CRITERIA

Your capabilities

- **Change Agility** – you work well in an environment characterised by high levels of change: adapting, learning and applying skills quickly.
- **Sustainable Creative Practice** – you create and choose from a number of strategic options and make decisions to deliver the most impactful strategic outcome.
- **Collaboration** – you work with others to achieve outcomes – involving the right skill, perspectives, abilities and expertise.
- **Accountability** – you achieve required goals and outcomes both personally and for the organisation.
- **Coaching** – you continuously develop yourself and others.
- **Being Inclusive** – you act in a way that is inclusive and provides an environment of access and equity

Your qualifications and experience

- A tertiary qualification in Communications and 5+ years specialist experience in internal communications and engagement, culture change and business transition, preferably in the creative industries/cultural sector.

Your skills and attributes

- Proven experience with developing and implementing change communications strategies for projects and issues that foster understanding and advocacy within a team environment.
- Experience in engaging internal communities of interest to build an informed cohort of advocates and supporters.
- Experience in utilising communications and stakeholder engagement to support internal culture change business transition, wellbeing and team connectedness.
- Experience managing and supporting internal strategic relationships.
- Able to represent the organisation and act as a spokesperson as required. A high level of operating autonomy is required, and the ability to take tactical decisions within the scope of the assignment.

In the role you will

Accountabilities:

- Develop and implement internal engagement and communications strategies and plans.
- Create and curate content that will engage and motivate ACM's workforce while helping them to understand key organisational information.
- Contribute to building cultural alignment, brand loyalty, trust and advocacy within the ACM team.
- Support business transformation and change that impact the organisation's team, to deliver Corporate Plan priorities and embed understanding of priority focus areas, including Equity and Inclusion across the business.
- Leverage relationships across the business to develop high-level brand awareness; understanding of organisational objectives; advocacy for delivery of the vision for Arts Centre Melbourne's future.
- Provide internal communications advice, guidelines and tools to enhance overall internal communications and approach to change and transformation activities that impact the people of ACM.
- Coordinate sharing of communications to internal audiences, ensuring all messages remain true to a meaningful overarching narrative that presents a coherent, coordinated and clear story.
- Curate and publish content for ACM internal audiences through existing and new channels (ACM Facebook Group, Centre Stage intranet) and support ACM as an employer of choice through channels such as LinkedIn.
- Undertake tactical planning that includes developing excellent relationships with a range of internal stakeholders in support of business objectives.

- Support the HR Team in cementing and enhancing ACM's employer brand in a competitive market to attract culturally aligned, quality candidates who reflect the diversity of the Victorian community.
- Ensure efficient systems and processes are in place to maximise every opportunity for ACM to engage with its employees in meaningful, relevant ways.

Decision making:

- Under the guidance of the Associate Director, Communications, exercise a high level of autonomy and make tactical decisions within the scope of the assignment, under pressure and in order to achieve accountabilities and strategic and tactical media coverage.
- Under broad direction of the Associate Director, Communications contribute to the development and management of strategies to increase internal brand awareness, which translates to external advocacy of ACM at a local, national and international level.

Systems:

- Use internal database Tessitura, internal communications channels including the ACM Facebook group, Centre Stage (intranet).

Working environment/physical requirements:

- Office based presence, or remotely as required and agreed with the Associate Director, Communications.
- Be required to undertake the tasks and requirements detailed in the relevant job task analysis.
- Undertake general office work with a strong emphasis on the use of relationship building across the organisation.
- Be required to be on site/attend events outside work hours on regular basis.
- Work hours in accordance with your employment type and the ACM Enterprise Agreement 2018.

You demonstrate our values:

- **Leadership** – courage and conviction.
- **Creativity** – a boundless imagination.
- **Care More** – a place for everybody.
- **Community** – working together.
- **Equity** – Fairness and justice.