



## Position Description

**Position Title:** Head of Corporate Affairs

**Location:** Port Botany or Port Kembla

**Division:** Strategy and Corporate Affairs

**Position Status:** Permanent Full-Time

### POSITION PURPOSE

The Head of Corporate Affairs is a senior role in NSW Ports and is responsible for building the reputation of the business with all stakeholders to deliver freedom to operate and license to grow. Key accountabilities and focus include the development, implementation, monitoring and review of NSW Ports Corporate Affairs strategy to meet the business goals of the Organisation.

### ORGANISATIONAL CONTEXT

NSW Ports is a privately owned consortium of leading institutional investors: IFM Investors, Australian Super, Tawreed Investments Limited and Q Super, Cbus, Hesta and Hostplus. Our shareholders represent over five million Australian superannuation fund members and are long term investors with interests in a range of Australian infrastructure assets.

NSW Ports began operations in mid-2013 under a 99-year lease for Port Botany, Port Kembla, Cooks River Intermodal Terminal and the Enfield Intermodal Logistics Centre. As custodian of these assets, we are committed to taking a long-term and sustainable approach to the way we operate, the actions we need to take or encourage from others, and the way we work with our stakeholders. NSW Ports is principally a land manager with operational responsibility for: the Bulk Liquids Berths at Port Botany, common user bulk liquid and dry bulk berths at Port Kembla, rail infrastructure at Port Kembla and common user roadways at both Ports and Enfield Intermodal Logistics Centre.

Port Botany and Port Kembla are economic assets of national significance, critical to the future economic growth and development of NSW. They are NSW's key import and export gateways, collectively contributing around \$4 billion per year to the NSW economy and supporting over 26,000 jobs.

NSW Ports has 5 key strategic objectives to sustainably cater for forecast trade growth:

1. Provide efficient road connections to the ports and intermodal terminals;
2. Grow rail transport of containers;
3. Use land and infrastructure efficiently;
4. Grow port capacity; and
5. Protect the ports and intermodal terminals from urban encroachment.

NSW Ports has 5 core values which support the vision, shape the culture and enable the strategic objectives of the company:

1. **CARE** – We care about the wellbeing of ourselves, each other, and our stakeholders
2. **INTEGRITY** – We are honest and real in all that we do
3. **COLLABORATION** – We work together, respecting one another's views, and make our work environment fun and enjoyable.
4. **ACCOUNTABILITY** – We do what we say we will do and take responsibility for achieving the outcome.
5. **PASSION** – We are committed to NSW Ports and the future of our business and industry.

## **ACCOUNTABILITIES / KEY RESPONSIBILITIES**

Key overall accountability is to develop and implement the NSW Ports Corporate Affairs Strategy to build corporate brand and reputation across all stakeholders. The Corporate Affairs plan supports the delivery of the organizational vision and business plan, delivers license to grow and mitigates issues to protect license to operate.

### **External communications**

The Head of Corporate Affairs is responsible for developing and delivering an integrated communications strategy and content calendar for NSW Ports.

- Communications plans and implementation: Develop and implement omnichannel communication plans aligned to key business and advocacy priorities in support of the Corporate Affairs plan and overall Corporate Strategy. NSW Ports external communications cross all media channels including digital, social, traditional, trade and all other forms of media.
- Issues and crisis communications: Establish and deliver effective issues and crises communication e.g., emergency response
- Media management: Deliver robust media management and responses as the key conduit between NSW Ports and media.
- Digital asset management: Manage the oversight of NSW Ports website and digital assets including social media channels e.g., LinkedIn, Facebook, YouTube as required.
- Corporate brand building: Provide corporate brand support and guidance to the business as well as communication support to the CBD team for contestable trade, the Operations & Environment as well as the Planning & Infrastructure Teams for community or government as required.
- Leadership communications: Support the external communications of all members of the Executive Leadership team including presentations and speeches to industry events, Op Eds, briefing notes and submissions.
- Strategic communications counsel: Provide strategic communications counsel and support to the business and members of the Executive Leadership team as required.
- Return on investment: Track return on investment (ROI) of campaigns as appropriate, including share of voice, reputation, website, and social/digital media analytics in alignment with the corporate affairs strategy.

### **Government relations**

Government at all levels are key stakeholders for NSW Ports. The Head of Corporate Affairs assists in the development and delivery of government relations strategy to support NSW Ports across all levels of government, local, state and federal, political and regulatory.

- Submissions: Write white papers and submissions to policy reviews and enquiries as required.
- Develop and coordinate strategic advocacy campaigns: Develop mitigation or enhancement strategies and policy positions, and coordinate external advocacy efforts, outreach programs and key initiatives in accordance with NSW Ports' business and public policy objectives.
- Represent: Represent NSW Ports to Government according to the advocacy strategy.

### **Community consultation, engagement & sponsorships**

The local communities in which we operate our ports and intermodal terminals are particularly important to NSW Ports. This role includes managing:

- Community Consultative Committees: Plan, coordinate and facilitate NSW Ports involvement in Community Consultative Committees
- Community engagement and reputation building: Develop and support the delivery of key community programs including community engagement, events, shared value programs and sponsorships to build reputation in the local communities in which we operate.
- Complaints management: Ensure that there is a robust and effective community complaints management process in place.

### **Issues management**

- Issues and risk mitigation: Establish and deliver effective issues mitigation plans including, and beyond, communications strategies to build corporate reputation.

### **Public relations**

- Public relations: Develop and manage the public relations strategy for NSW Ports.
- Corporate event management: plan and manage all corporate events and functions.

### **Industry & stakeholder engagement**

- Industry engagement strategy: Deliver effective industry engagement through relationship building, events / functions, and other channels.
- Industry event management: Plan and prepare content for industry events including advertising, speeches, presentations, and other public relations.

### **People development**

- Guide the development of the Communications Manager to develop and deliver an appropriate communications and community engagement plan, along with an annual multi-

channel content calendar that informs and engages all stakeholders, increasing the overall reputation of NSW Ports in alignment with KPIs.

**General**

- Ongoing review of function and strategy to ensure NSW Ports communicates and engages in an effective way.
- Manage the company’s brand strategy and visual identity.
- Manage any agencies and consultants engaged by NSW Ports to assist in delivery of the Corporate Affairs strategy in an efficient and effective way.

**POSITION REPORTS**

This position reports to the General Manager Strategy and Government Affairs and has one direct report: Communications Manager.

**KEY WORKING RELATIONSHIPS**

Internal	External
<p>The Head of Corporate Affairs works in close partnership across the NSW Ports business including with:</p> <ul style="list-style-type: none"> <li>• GM Strategy and Government Affairs</li> <li>• All Executive Leadership Team (ELT) including the Office of the CEO</li> <li>• Communications Manager</li> <li>• Planning Manager</li> <li>• Sustainability Manager</li> <li>• All other NSW Ports Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Media</li> <li>• Industry</li> <li>• Customers</li> <li>• Suppliers</li> <li>• Sponsorships</li> <li>• Community</li> </ul>

**REQUIRED SKILLS, QUALIFICATIONS and EXPERIENCE**

- A Bachelor of Business, Communications, Public Relations or equivalent.
- 10+ years leading corporate affairs or communications teams in a similar organisation.
- Experience dealing with media and community.
- Strategically minded and energetic with a positive can-do approach to delivering on multiple projects and priorities.
- Able to anticipate issues and manage risks to reputation, proactively and strategically approaching issues, problems, and opportunities.
- Well-developed speaking, writing, and reporting skills.
- An ability to build productive working relationships internally and externally.
- Experience of working in transport, logistics or supply chain preferred but not mandatory.
- Driver licence and car.