



Position Description

Position Title: Communications Manager

Location: Port Botany

Division: Strategy and Corporate Affairs

Position Status: Permanent Full-Time

POSITION PURPOSE

The Communications Manager is responsible for the delivery and coordination of communications and stakeholder engagement activities to support the achievement of NSW Ports business goals and our Corporate Affairs strategy.

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 operates to 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

External Communications

- The Communications Manager is responsible for developing and delivering an integrated multichannel communications strategy and content calendar for NSW Ports in alignment with the corporate affairs plan.
 - Media strategy and implementation: Develop and implement omnichannel communication plans aligned to key business 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.
 - Digital asset management: Manage the oversight of NSW Ports website and digital assets including social media channels e.g., LinkedIn, Facebook, YouTube as required.
 - Return on investment: Track return on investment of campaigns: measure share of voice, reputation, website, and social analytics in alignment with Corporate Affairs Strategy.
 - Corporate Collateral and content: Coordinate corporate collateral and content development including photography and video content.

Community Engagement and Sponsorships

- The Communications Manager is responsible for developing and delivering an integrated community engagement strategy for NSW Ports and using it to help drive the communications content calendar in alignment with the corporate affairs plan.
 - Community engagement and shared value: Develop, review, and refresh the community engagement, sponsorship, and shared value strategy annually in line with business priorities. Engagement strategies may include schools’ programs if planned.
 - Relationship development: Develop relationships with existing/potential partners and key suppliers.
 - Activate and leverage sponsorships: Plan and deliver community engagement activities and communications to activate and leverage sponsorships e.g., local media, social media, events.
 - Community events: Coordinate an annual program of community events and sponsorship programs as budgeted and planned. May include community open days and tours to NSW Ports facilities.

Industry and Stakeholder Engagement

- Support industry engagement: Develop and implement an industry engagement plan that leverages industry events and channels.
- Develop content for events: Plan and prepare content for industry events including advertising, speeches, presentations and more.

Public Relations and Event Management

- Corporate events and functions: Lead the planning, organisation and delivery of external corporate events and functions, including community and other stakeholder events and open days.

General

- Support organisation processes and visit NSW Ports' and stakeholder's sites as well as support ad hoc request such as filming and tours in and around the Port precincts and Intermodal Terminals.
- Support the development and implementation of NSW Ports corporate visual identity.

POSITION REPORTS

This position reports to the Head of Corporate Affairs and has no direct reports.

KEY WORKING RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • Head of Corporate Affairs • All NSW Ports Staff 	<ul style="list-style-type: none"> • Community / Schools • Customers • Industry Stakeholders • Sponsors • Media

REQUIRED SKILLS, QUALIFICATIONS AND EXPERIENCE

- Tertiary degree in communication, marketing, or related discipline.
- 6+ years of experience in a similar role.
- Experience in infrastructure, logistics and supply chain.
- Demonstrated experience in a broad range of communications activities.
- Superior written and verbal communication skills.
- A good eye for design and able to produce quality publications.
- Attention to detail.
- Demonstrated success in building sound working relationships.
- Excellent interpersonal and organisational skills.
- Excellent presentation skills.
- Demonstrated creative flare and ability.
- Proven ability to work independently and as part of a team.
- Driver licence and car.