

Position Description

Position Title: Head of Communications

Location: Port Botany or Port Kembla

Division: Strategy and Corporate Affairs

Position Status: Permanent Full-Time

POSITION PURPOSE

The Head of Communications is responsible for effective and positive positioning of NSW Ports with all stakeholders. Key accountabilities and focus include the development, implementation, monitoring and review of NSW Ports Corporate Communications and Community 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

Key overall accountability is to develop and implement the NSW Ports Corporate Communication and Community Relations Strategy to build corporate brand, reputation, esteem and trust across all stakeholders and the community. The Communications and Community plan supports the delivery of the Business plan and Corporate Affairs strategy, delivers license to grow and mitigates issues to protect license to operate.

Corporate Brand and Reputation Building, Communication Planning and Implementation

- Develop and implement omnichannel community and stakeholder communication and issues mitigation plans aligned to key business priorities in support of the Corporate Affairs plan and overall Corporate Strategy. The Corporate Communications and Community strategy includes all elements of the communications mix including but not limited to:
 - digital, social, traditional, trade and all other forms of media.
 - public relations strategy including events planning and management for all stakeholders.
 - sponsorships and other community and stakeholder engagement strategies.
- Deliver robust media handling and responses as the key conduit between NSW Ports and media.
- Establish and deliver effective crises communication e.g., emergency response.
- Support the delivery of key programs including customer and community engagement and sponsorships.
- Lead the planning, organization and delivery of external corporate events and functions.
- Track return on investment (ROI) of campaigns – including measuring Share of Voice, Reputation, website, and social/digital media analytics in alignment with Corporate Communications and Corporate Affairs Strategy.
- Manage the oversight of NSW Ports website and digital assets including social channels e.g., LinkedIn, Facebook, YouTube etc as required.
- Provide brand support and guidance to the business.

Business Plan Support and Delivering License to Operate and License to Grow

- Work across the various divisions of the business to deliver the communications and community engagement plans that support the overall business strategy and divisional strategies as required, delivering license to operate and license to grow. This includes all teams, but key stakeholders include the:
 - Office of the CEO.
 - CBD team strategy for contestable trade.
 - Operations and Environment team.
 - Planning and Infrastructure team.

Industry and Stakeholder Engagement

- Deliver effective industry engagement through relationship building, events / functions, and other channels.
- Plan and prepare content for industry events including advertising, speeches, presentations, and other public relations (PR).

Community Education / Engagement and Sponsorships

Coach and develop the Communications Manager to implement an organisationally aligned mitigation strategy for business issues across all sites, and to aid business growth. This includes:

- Plan, coordinate and facilitate NSW Ports involvement in Community Consultative Committees

- Coordinate the NSW Ports community complaints process and respond to complaints in a timely manner, including effectively manage and execute the online strategy relative to community complaints.
- Develop, review and refresh the community engagement and sponsorship plan annually in line with business priorities. Plan and deliver community engagement activities to activate sponsorships e.g. local media and stakeholders. Coordinate an annual program of community events, sponsorship program including contracts, and budget.
- Develop relationships with existing/potential partners and key suppliers.
- 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.

General

- Monitor, report and act on community/industry/environmental issues and risks – including visiting NSW Ports’ and stakeholder’s sites as well as travelling in and around the Port precincts and Intermodal Terminals.
- Ongoing review of function and strategy to ensure NSW Ports communicates and engages in a modern and effective way.
- Guide the development of the Communications Manager to develop and deliver an appropriate community relations and 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.

POSITION REPORTS

This position reports to the General Manager of Strategy and Corporate Affairs and has one direct report:

- Communications Manager.

KEY WORKING RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • General Manager Strategy and Government Affairs • Executive Leadership Team • Communications Manager • Senior Planning Manager • Sustainability Manager • All other NSW Ports Staff 	<ul style="list-style-type: none"> • Media • Industry • Customers • Suppliers • Sponsorships • Community

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 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.