Role Description

Role title:	Classification:
Manager, Corporate Communications	ASO8
Division/Business unit:	**Reports to:**
Office of Chief Executive and Governance / Communications and Engagement	Director, Communications and Engagement

Role purpose:

Manager, Corporate Communications is a role within Communications and Engagement and is accountable to the Director, Communications and Engagement for:

- Providing leadership in the corporate communications team and contributing to an informed and engaged workforce via effective internal communication and employee engagement.
- Leading and managing the development and implementation of the department's employee engagement and communications strategy.
- Managing department-wide projects and activities, overseeing participation at events and developing community engagement strategies.
- Providing high-level, expert corporate communications advice and services to a range of internal and external stakeholders, including the department's Chief Executive, senior executives, departmental staff, peak bodies and government and non-government agencies.

Key outcomes and accountabilities:

1. Establish strategic directions and actions for the corporate communications function and lead the implementation of communications strategies in support of departmental objectives.
2. Collaborate and provide high-level strategic leadership and business planning throughout Communications and Engagement functions to drive timely proactive content that contributes to an informed and engaged workforce in addition to contributing to the delivery of the department's Communication and Engagement plan.
3. Review, develop, implement and deliver high-quality policies, processes and communication strategies both verbally and in writing.
4. Manage corporate communications resources, systems and capacity to support the department's engagement with employees and the community.
5. Adopt an evidence-based approach that successfully engages with employees and external stakeholders.
6. Act as keeper of the DHS brand, maintaining a system of its effective use throughout the department.
7. Remain abreast with best practice community and employee engagement and amend strategies and implementation accordingly.

Note: Any other responsibilities in line with the classification level of the role as assigned by Line Manager and/or the Department. The responsibilities as specified above may be altered in accordance with the changing requirements of the role.

Special conditions:

- ***MANDATORY:*** Prior to being employed, the successful applicant will be required to obtain a National Police Check if new to the Department and a satisfactory Employment-related Screening Check where this is required for the role.
- Intrastate and interstate travel may be required.
- After hours on-call work may be required.

Key Relationships/Interactions:

- Director, Communications and Engagement (line manager)
- Communications and Engagement directorate staff
- DHS senior executives, management and staff
- Other government and non-government agencies and key stakeholders
- Key personnel across all levels of government
- Stakeholders from the not-for-profit sector, external agencies and the community

Budget/Delegations:

Financial Authorisations Level 4 / Human Resources Delegations Level 4

DHS expectations and values: (Organisational contribution)

- Understand and follow workplace safety initiatives, identify hazards and contribute to a safe working environment, as well as follow procedures to manage and minimise risks within DHS.
- Follow the principles of a sustainable working environment by following departmental greening initiatives.
- Model ethical behaviour and practices consistent with the SA Government Code of Ethics for Public Sector Employees, Values and DHS Working with Children and Young People Code of Conduct.
- Understand and follow the principles and practices of the Information Sharing Guidelines for Promoting Safety and Wellbeing (ISG) and the DHS Appendix to the ISG to facilitate appropriate information sharing practice within the context of this department.
- Take action and provide services that are inclusive of Aboriginal people, people from culturally and linguistically diverse backgrounds, LGBTQIA+ people and people living with disability, as well as engaging in learning about other cultures and diverse communities to better establish relationships and improve services.

Role specific capabilities: *(Skills, experience, knowledge, attributes)*

1. **Managing Communications Experience –** Utilise experience and demonstrated management in leading employee and stakeholder communications for a government and/or private sector organisation.
2. **Strategic Communications -** Identify strategic goals and provide direction and influential leadership to others to achieve outcomes in the delivery of a range of high-quality communications, including speech notes, social content, employee messages, sector communications, briefings, etc.
3. **Leadership –** Proven experience in translating strategic goals into tangible outcomes through leadership, supervision, performance management and effective development and deployment of staff.
4. **Strategic Management** – Manage internal and external strategic projects to meet objectives and timeframes.
5. **Relationships and Partnerships –** Experience in developing and maintaining relationships with key stakeholders in order to identify and develop strategic directions for corporate communications.

6. **Solutions Focussed –** Proven ability to apply a broad mindset and to formulate advanced concepts and solutions that require a high degree of creativity, innovation, technological experience and ingenuity.
7. **Risk Management –** Experience in identifying and management risk through effective mitigation and prevention.

Qualifications:

Essential: Not applicable

Desirable: Bachelor's degree in communications, journalism or other relevant field alongside extensive experience managing corporate communications functions.

Key leadership competencies and expected behaviours at this classification:
Promotes strategic thinking and change ☐ Creates a shared vision and mission for the BU. ☒ Inspires and influences others to assume ownership BU goals. ☒ Leads teams in aligning their priorities within a broader organisational and political context. ☒ Champions sustainability and long-term improvement. Communicates effectively and leads others in times of change. ☒ Identifies and analyses difficult and complex problems that have organisation-wide impact.
Achieves objectives ☒ Delivers results and improvements to meet BU objectives by translating ideas into concrete plans. ☐ Anticipates future organisational needs, risks and uncertainties, and aligns systems and resources to meet these needs. ☒ Makes well-informed and timely decisions that affect the BU, even when information is incomplete and ambiguous. ☐ Interprets and abides by the laws, regulations and policies determining BU activities. ☒ Takes accountability for team/BU success and manages others to achieve outcomes. ☒ Monitors the performance of the team/BU, considers feedback information and seeks continuous improvement. ☒ Integrates technical expertise into the BU to achieve its objectives.
Leads business excellence ☒ Sets clear standards, manages risks, setbacks, and implements continuous improvement initiatives. ☒ Sets challenging but achievable goals/targets with relevant metrics based on market trends, developments and legislative changes to ensure business needs are continually met. ☒ Provides clear and timely recognition, promptly addresses under performance and lifts performance through coaching. ☒ Inspires innovation and ongoing learning, and plans strategically to meet BU goals. ☒ Drives outstanding customer service by enabling team members to anticipate client needs. ☒ Empowers others to use resources effectively.
Builds genuine partnerships ☒ Considers the impact of decisions and priorities on other business areas, adapting approach to meet organisational goals. ☒ Approaches negotiations with an understanding of key issues and is able to clearly communicate reasoning and justification to facilitate mutually beneficial solutions. ☒ Facilitates constructive discussions to mediate conflict and disagreements. Encourages diversity of thinking and differences of opinion. ☒ Identifies and develops key strategic relationships and networks to achieve goals, increase departmental knowledge and create communication channels. ☒ Proactively develops effective strategic relationships, networks and partnerships with internal and external stakeholders. ☒ Models inclusive behaviour and tailors communication style to meet the audience's needs.

Models personal drive and professionalism

☒ Maintains the highest level of integrity to embed ethical practice and organisation's values into the culture.

☒ Raises and challenges important issues constructively, and backs own judgement and actions confidently when challenged.

☒ Demonstrates resilience in responding to changing directions. Modifies approach, processes and procedures to fit situational changes within the BU.

☒ Demonstrates a high level of self-awareness and acts as a role model by openly communicating strengths and development needs.

☒ Champions a workplace that values respect, diversity and individual differences to build a culture of inclusivity.

☒ Establishes expectations and models best practice wellbeing and safety behaviours.

Approval:		
Assessed by: Lazaras Panayiotou, Assistant Human Resources Business Partner		Date: 28/10/2024
Approved by: Shelaye Boothey, Director, Communications and Engagement		Date: 29/10/2024