

POSITION DESCRIPTION**Job No: 1094****Position Title:** Senior Communications Officer**Company:** Mid West Ports Authority (MWPAs)**Location:** Geraldton**State:** WA**Department:** Sustainability, Culture and People**Date:** November 2018**ORGANISATION STRUCTURE****Department Manager:** General Manager Sustainability, Culture and People (1087)**In-Line Supervisor:** General Manager Sustainability, Culture and People (1087)**This position:** Senior Communications Officer (1094)**Reporting to this position:** Communications Officer (1086)

Vacant Position (TBA)

Purpose:

Reporting to the General Manager Sustainability, Culture and People, the Senior Communication Officer is responsible for communications, stakeholder engagement and event coordination, including the provision of high quality and responsive information, and developing approaches to engagement, collaboration, and innovation that enhance MWPAs integrated business objectives that deliver value to our stakeholders.

Accountabilities:

Result expected (Outputs)	Major Accountabilities (How the output will be delivered)
1. Integrated Management Systems: Compliance with Relevant System Procedures, including Health, Safety and Environmental Responsibilities and all MWPAs policies and procedures as amended from time to time.	Undertake all work within: <ul style="list-style-type: none"> • Relevant role specific Procedures; • Risk, Environment, Quality and OH&S management systems; • Across Organisation policies and procedures.
2. Business Unit Operations:	<ul style="list-style-type: none"> • Develop and implement MWPAs Communications Strategy; • Deliver MWPAs Stakeholder Engagement Strategy; • Develop and implement a range of communication, media and marketing projects to promote MWPAs; • Contribute to a positive, collaborative and innovative organisational culture;

	<ul style="list-style-type: none"> • Ensure the preparation of time-sensitive written materials, including speeches, newsletters, project plans, reports, discussion papers, newsletters, speeches, media releases, website content, and publications; • Coordinate the organisation of MWPA and other events, including cruise ship activity; • Oversee MWPA grants and sponsorship programs; • Provide timely, expert advice to key internal stakeholders regarding communication, marketing and engagement projects; • Monitor and develop content for social media platforms, proactively engage stakeholders through customer-focussed content that meets organisational objectives; • Coordinate external and public relations including stakeholder engagement activity; • Managing work priorities effectively and completing multiple projects within required timeframes and to agreed standards; • Developing collaborative working relationships and an effective network of both internal and both internal and external stakeholders to support and facilitate effective project management and implementation.
3. People Management:	<p>Ensure management responsibilities are undertaken in accordance with Human Resources policy and procedure, this includes:</p> <ul style="list-style-type: none"> • Monitor the alignment of the reporting workforce's effort and focus, defining roles and accountabilities and managing performance standards in line with the Port Authority's strategic goals and objectives; • Annual performance reviews are conducted for reporting staff; • Performance reviews are to include documented personal development plans; • Work with the GM SC&P to establish and maintain a succession plan for key positions; • Conduct regular team meetings or interaction; • Ensure appropriate strategies are in place to drive and embed organisational change initiatives, including staff engagement and support activities; and • Ensure reporting Staff are appropriately trained and accredited to carry-out the functions of their position.
4. Reporting: Accurate preparation and submission of reports.	<ul style="list-style-type: none"> • Prepare monthly reports for Board and outside organisations, as required; • Coordinate Business Unit compliance with MWPA processes and governance requirements and other applicable legislative requirements;
5. Communication	<ul style="list-style-type: none"> • Coordinate effective communication within and about Business Unit matters; • Develop and maintain cross-organisational networks to facilitate effective operations; and • Communicate effectively and respectfully with all staff, customers, contractors and visitors in the interests of good

	business practice, collaboration and enhancement of MWPA's reputation.
6. Teamwork	<ul style="list-style-type: none"> • Works as part of a team where interdependencies and collaboration with stakeholders is critical to the successful delivery of projects; • Has reasonable autonomy and is accountable for the delivery of work assignments and projects, recognising when matters need to be referred to the manager for resolution; • Plans, researches and drafts content, analyses briefings and other forms of written advice and conducts formal communications; • Work as an autonomous member closely with General Manager to ensure smooth operations of the Business Unit; and • Work collaboratively with colleagues across MWPA
7. General	<ul style="list-style-type: none"> • Adhere to the spirit and practice of MWPA's Values, Health, Safety and Wellbeing plans and Sustainability and Environment strategy, Diversity initiatives and other goals; and • Other duties as directed by MWPA within the skills of the employee.
8. Corporate Compliance Accountabilities	<p>This position is required to comply with all corporate principles and responsibilities. In particular, the demonstration of a positive commitment to:</p> <ul style="list-style-type: none"> • Workforce Occupational Health and Safety legislation. • Safety: Safety is fundamental to the Port Authority's functionality and operation. • Performance Management: All reporting staff have set KPI's and are regularly monitored to ensure performance requirements are met. • Risk Management: Decision making is underpinned by sound risk management, achieving the strategic objectives. • Environment: Compliance with Environmental Licence and other regulatory conditions and zero environmental harm. • Quality: Robust processes produce consistently reliable external and internal interfaces. • Continuous Improvement: A positive commitment to review existing workplace practices with the aim to achievement operational improvements where necessary. • Customer Focus: A commitment to ensure positive customer service standards are set and upheld.

QUALIFICATIONS:

Required

- Tertiary qualifications in communication, media or public relations.

EXPERIENCE:

Preferred

- 5 years' experience gained in a marine, mining, transport or similar industry.
- People management experience.

LICENCES:

Preferred

Drivers Licence

ESSENTIAL COMPETENCIES: (Selection Criteria)

- Generalist skills in media, stakeholder relations and corporate communication;
- Demonstrated experience within relevant industry along with experience working with stakeholders;
- Excellent demonstrated written and verbal communication skills, including speech writing and writing for publication;
- Demonstrated experience developing and delivering content using a variety of different communication channels such as websites, social media, print and e-newsletters;
- Proven experience in coordination of events;
- Proven experience in quality people management;
- Understanding of the cruise ship industry;
- Excellent interpersonal skills and a capacity to build and maintain effective relationships with a diverse range of stakeholders including management, employees, media and customers;
- Demonstrated project management skills with the ability to deliver multiple projects on time, within budget and to high standards;
- Demonstrated experience in the development of communication and marketing initiatives;
- Sound computer skills in Microsoft Word, Excel, Outlook and database systems; and
- Very strong analytical skills with a proven ability to investigate underlying issues of complex and ill-defined problems and develop appropriate responses through abstract thinking and using creative solutions

ESSENTIAL PERSONAL ATTRIBUTES:

- Resilience, initiative, clear communication and strong interpersonal skills, as well as a commitment to the delivery of services to stakeholders;
- Ability to work independently and in an agile and diverse environment;
- Effectively lead and inspire communications team that focuses on delivery, accountability and performance excellence;
- A confident and pro-active approach with the ability to work effectively in a dynamic team environment and collaborate widely both internally and externally;
- Possesses the highest standard of personal integrity and professionalism while demonstrating care and diligence, will make decisions that are honest, fair, impartial, and timely, and considers all relevant information;
- A high level of interpersonal and communication skills, with the ability lead and act with authority when required and effectively resolve conflict;

- Treats people with respect, courtesy and sensitivity and can recognise their interests, rights, safety and welfare; and
- Uses the resources of the Port in a responsible and accountable manner that ensures the efficient, effective and appropriate use of all resources, property and information.

SPECIAL CONDITIONS:

- Expected to undertake any additional training to complement the operation
- The incumbent will be required a pre-employment medical check including drug and alcohol testing prior to appointment;
- The ability to obtain a Maritime Security Identification Card is a condition of employment;
- All staff must participate in ongoing random drug and alcohol testing to support MWPA's zero tolerance policy.

ACCEPTANCE OF JOB DESCRIPTION

This Position Description accurately describes the current position and has been explained by:

Name of Manager/Supervisor:

Position of Manager/Supervisor:

Signature of Manager/Supervisor:

Date:

Position Description Acceptance

The Position Description has been fully explained to me and I agree to carry out the duties contained within to the best of my ability.

Name of employee:

Signature of employee:

Date:

Office Use:

Industrial Instrument (please tick):

- | | |
|--|---------|
| <input type="checkbox"/> Maintenance & Mooring Staff Agreement | Level: |
| <input type="checkbox"/> Administration Staff Agreement | Level: |
| <input type="checkbox"/> Marine Pilots Agreement | Level: |
| <input type="checkbox"/> Common Law Contract | Salary: |
| <input type="checkbox"/> Determination (Senior Management) | Salary: |

ADMINISTRATION

Custodian: HR Manager