



POSITION DESCRIPTION

Position Title:	Head of Communications and Community Relations
Institute / Division / Business Unit:	COOG Division
Section or Unit:	Corporate Affairs
Classification:	Band 8
Position Description Number:	PD-2222
Work Contract Type:	Professional

POSITION PURPOSE

The Head of Communications and Community Relations strategically manages the growth and protection of ANSTO's brand and reputation through effective internal and external communications and stakeholder engagement, and planned community relations initiatives and education programs.

ORGANISATIONAL ENVIRONMENT

ANSTO is the national organisation for nuclear science and technology. We focus on undertaking leading edge research, delivering innovative science and technology services and providing specialised advice to government, industry, academia and other research organisations.

Corporate Affairs provides high quality advice to both internal and external stakeholders including building and maintaining relationships with government agencies and managing submissions to government and parliamentary committees. The team is responsible for internal and external communications at both a strategic and tactical level within and for ANSTO. This includes areas such as publications, tours, events and sponsorships, media, the staff intranet, website and newsletters.

ACCOUNTABILITIES AND RESPONSIBILITIES

Key Accountabilities

- Oversee all aspects of the communications and community relations function for ANSTO, including the development of ANSTO's communication strategy;
- Progress the organisation's positioning amongst internal and external stakeholders including; staff; all levels of Government; the Australian community; key commercial customers for ANSTO and selected nuclear and research communities, organisations and agencies nationally and globally;
- Contribute to the organisation's strategic agenda and support clear and effective communication of the organisation's objectives and goals to internal and external audience groups through corporate communication channels including the ANSTO website, social media platforms; staff intranet; media relations; ANSTO publications and reports; advertising, sponsorship and corporate events;
- Lead the development of ANSTO's brand and reputation management through providing specialist advice and support to the CEO and Executive;
- Expert leadership of the team responsible for the design and implementation of strategic brand management and communication programs for ANSTO;
- Expert management for all media relations and social media management for ANSTO, including management of media issues, ensuring proactive media placements across a wide

range of media outlets and timely response to issues and risks that have the potential to impact reputation;

- Develop communications capabilities across the organisation, particularly amongst senior leaders and research staff through consultation and coaching;
- Deliver against ANSTO's strategic objective for nuclear education through ANSTO's education program: linkages to AINSE, the Australian national science curriculum and promotion of STEM, particularly amongst girls and young women, and sharing best practice with global peers through the International Atomic Energy Agency;
- Lead ANSTO's engagement with the local community, general public and science teachers and students nationally to build trust; increase the understanding of our activities and the benefits of nuclear technology; and to grow a more informed community on matters relating to nuclear science and technology;
- Provide leadership and direction to a high performing multi-disciplinary communication and community relations team across two campuses.
- Undertake additional duties as required and during period of leave of other staff.

Decision Making

- The role holder is recognised as having special expertise and senior management responsibilities.
- The position has a management scope in ANSTO Communications and Community Relations team with approx. 18 reports.
- The position plays a central role in the development of the organisation's vision, mission, values and strategic objectives and is co-responsible for the delivery of key organisational planning and reporting documents including the corporate plan, business plan and annual report.
- The position sits within a framework of legislation, policies, professional standards and resource parameters and develops organisational policy for media relations, social media and sponsorship.
- The position is focused on reputation management for ANSTO and supports engagement with the organisation's engagement with key external stakeholders nationally (media; business and community organisations; local council and community leaders, science teachers and students nationally and the wider general community); internationally (International Atomic Energy Association (IAEA) on the development of communications and education programs for the nuclear industry globally); and internal stakeholders (ANSTO-wide communications with staff).
- The position is required to be agile and responsive, to interpret and respond to a changing and dynamic environment. It must be able to make quick decisions, considering a range of constantly changing circumstances leading to a good outcome for ANSTO.

Key Challenges

- Establish strong working relationships at all levels across the organisation to facilitate and achieve cooperation;
- Ability to plan and also be agile and respond to a dynamic and changing environment to achieve a good outcome for ANSTO.

- Ensure knowledge of ANSTO activities and strategically apply that knowledge within the appropriate medium.
- Maintain expert knowledge and skills.

KEY RELATIONSHIPS

Who	Purpose
Internal	
Corporate Affairs Director	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert, authoritative and evidence based advice • Staff engagement and quality recruitment • Negotiate and report on budgets and resources consistent with strategic plans and goals • Recommend and gain endorsement for business plans and goals and change management initiatives
Work area team members	<ul style="list-style-type: none"> • Provide expert advice and analysis on a full range of matters • Lead group, planning and goal setting and policy and procedures • Collaborate and share accountability • Negotiate and resolve conflicts
Other clusters	<ul style="list-style-type: none"> • Collaborate and share accountability • Negotiate and resolve conflicts
External	
Senior Government representatives, IAEA	<ul style="list-style-type: none"> • Develop and maintain collaborative relationships and networks • Provide expert, authoritative and evidence based advice
Education sector	<ul style="list-style-type: none"> • Provide NESA approved teacher training • Provide a program of engaging science workshops during school holiday
Community sector	<ul style="list-style-type: none"> • Provide community engagement through tours

POSITION DIMENSIONS

Staff Data	
Reporting Line	Reports to the Corporate Affairs Director
Staff	Approx. 18
Special / Physical Requirements	
Location:	Working in different areas of designated site/campus as needed. Based at Lucas Heights. Flexible work arrangements can apply
Travel:	May be required travel to ANSTO sites from time to time Travel both internationally and nationally may be required.
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer) Public speaking

Radiation areas:	May be required to work in radiation areas under tightly regulated conditions.
Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements
Workplace Health & Safety	
Specific role/s as specified in <u>AG- All Workers 2362</u> of the ANSTO WHS Management System	
	Managers / Leaders / Supervisors
	Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

KNOWLEDGE, SKILLS AND EXPERIENCE

1. Degree or higher qualifications in Communications, Marketing or related discipline.
2. Demonstrable significant and substantial professional experience in corporate communications directly reporting to senior management.
3. Develops strategic direction: possesses high level expertise and experience in the planning, developing and implementing corporate communication and community relations strategies and programs with proven ability to achieve objectives in complex organisations that also includes multiple on-line platforms.
4. Develops and maintains productive relationships: successfully contributes to and participates with the Board, CEO, Executive and key external stakeholders including all levels of government and strategic partners and the wider community.
5. Displays personal drive and integrity: proven flexibility in complex and dynamic environments to deliver creative and systematic solutions to senior management and credibly represent the organisation to internal and external stakeholder.
6. Communicates with influence: demonstrated high level interpersonal communication skills and is able to build and sustain positive relationships with key internal and external stakeholder in a changing environment;
7. Excellent people management and leadership skills.

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager		Delegated Authority	
Name:	Alan Brindell	Name:	John Edge
Title:	Director Corporate Affairs	Title:	Chief Operating Officer
Signature:		Signature:	