

## POSITION DESCRIPTION

<b>Position Title:</b>	Senior Advisor, Internal Communications
<b>Institute / Division / Business Unit:</b>	Transformation and Engagement ANSTO Communications and Stakeholder Engagement
<b>Section or Unit:</b>	Engagement
<b>Classification:</b>	Band 6
<b>Position Number:</b>	PD-2039
<b>Work Contract Type:</b>	Professional

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### Position Purpose

The Senior Advisor, Internal Communications provides strategic communication advice and counsel to senior management, including ANSTO executive, on internal communication programs.

The primary objective of the Senior Advisor, Internal Communications is to support and deliver effective communication programs which are in alignment with ANSTO's strategic objectives.

### Organisational Environment

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

The ANSTO Communications and Stakeholder Engagement team sits within the Transformation and Engagement cluster and 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, website and the staff intranet.

The Senior Advisor, Internal Communications reports to the General Manager, ANSTO Communications and Stakeholder Engagement and works closely with the wider ANSTO Communications and Stakeholder Engagement Team.

The position's key customers include divisional team members and internal staff/stakeholders including the ANSTO CEO, ANSTO Executives and Senior Managers. The role includes liaison, coordination and management of external service providers in the delivery of high-impact internal events, including the ANSTO Staff Forum, the ANSTO Awards in Nuclear Science and Technology, and the production of video content.

## **Key Accountabilities and responsibilities**

The key accountabilities for this position include:

- Maintain and drive continuous evolution and improvement of ANSTO's internal communications channels and architecture, including the ANSTO staff intranet. Utilise and optimise these channels to deliver key messages to staff and increase staff connectivity across a multi-campus, multi-state organisation.
- To be a senior communications advisor for all key areas of the business and develop and deliver in partnership organisational-wide initiatives that support ANSTO's objectives and the development of a healthy organisational culture.
- Partner with the business, evaluating the success of major projects and engage business leaders in developing effective communications skills.
- Coordination, planning and execution of all major organisation events for ANSTO, including the ANSTO CEO sponsored Staff Forum which connects staff across multiple campuses three times each year.
- Support, devise and lead key organisational change communication programs, including the requirement to be a strategic communication advisor and partner as an embedded resource within a project team, working closely with sponsoring members of the ANSTO Executive, including the ANSTO CEO, and senior managers.
- Assist with the ongoing development of the ANSTO "employer brand" across a multi-campus organisation, driving engagement of staff with the ANSTO brand, which extends to and includes staff advocacy of the brand outside the organisation through an effective suite of communication training, including appropriate staff use of social media.
- Effectively foster and manage professional relationships with both internal and external clients, suppliers and stakeholders to promote and build awareness of ANSTO.
- Complete activities/tasks within agreed timeframes, scope and budget, work co-operatively and share information within the team, take initiative and offer assistance to others, undertake additional duties as required and during periods of leave of other staff.
- Assist ANSTO Communications and Stakeholder Engagement team as a unit to ensure ANSTO is adequately and professionally represented

## **Decision Making**

- Consults with the General Manager of ANSTO Communications and Stakeholder Engagement and provides regular updates on the progress.
- Determine key work priorities within the context of agreed work plans and will consult with the General Manager of ANSTO Communications and Stakeholder Engagement on complex, sensitive and major issues that have a significant impact.

- The position is fully accountable for the accuracy, integrity and quality of the content of advice provided to stakeholders, and is required to ensure that decisions are based on sound evidence, but at times may be required to make effective judgements under pressure or in the absence of complete information or expert advice.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

### Key Challenges

The major challenges for this position include:

- Adapting quickly and multi-tasking across a diverse range of internal communications initiatives, within a growing multi-campus organisation operating in a dynamic environment;
- Keeping up-to-date with organisational developments and changes and the activities of the team and division within a context of ongoing transformational change;
- Understanding and maintaining knowledge of ANSTO's broad and diverse activities and maintaining awareness and knowledge of the external political and media environments and its application to the organisation;
- Maintaining currency of professional skillset in a rapidly evolving and technology-driven industry.

### Key Relationships

Who	Purpose
<b>Internal</b>	
General Manager	<ul style="list-style-type: none"> <li>• Supervision and accountability</li> <li>• Receive high level guidance and direction</li> <li>• Provide expert, authoritative and evidence based advice</li> <li>• Negotiate and report on resources consistent with strategic plans and goals</li> <li>• Recommend and gain endorsement for plans and goals and other initiatives</li> </ul>
Work area team members	Share expertise on science and effective communication <ul style="list-style-type: none"> <li>• Provide expert advice and analysis on a full range of matters</li> <li>• Contribute to group decision making processes, planning and goals</li> <li>• Collaborate and share accountability</li> </ul>
Direct Reports	Supervision and accountability <ul style="list-style-type: none"> <li>• Provide leadership, guidance and support</li> <li>• Example: Set performance requirements and manage performance and development</li> <li>• Engage to monitor trends, performance and progress against the strategic plan and evaluate further support which may be required</li> </ul>

	to ensure delivery against the plan
ANSTO Divisions	High level reporting and consultation <ul style="list-style-type: none"> <li>• Provide reports on science communication activities and engagement performance</li> <li>• Support strategic research communications</li> <li>• Collaborative proactive and positive engagement</li> </ul>

<b>External</b>	
Suppliers associated with ANSTO staff forum	<ul style="list-style-type: none"> <li>• Harry the Hirer</li> </ul>

**POSITION DIMENSIONS**

<b>Staff Data</b>	
Reporting Line	Reports to the General Manager, ANSTO Communications and Stakeholder Engagement
Direct Reports	None at this point in time
Indirect Reports	

<b>Special / Physical Requirements</b>	
Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer)
Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements Obtain and maintain appropriate federal government clearance

<b>Workplace Health &amp; Safety</b>	
Specific role/s as specified in AG-2362 of the ANSTO WHS Management System	All Workers

**ORGANISATIONAL CHART**

Attached

**KNOWLEDGE, SKILLS AND EXPERIENCE**

1. Degree in Communications and/or equivalent experience
2. Demonstrated communications experience in complex organisations with geographically dispersed staff
3. Experience developing and implementing high impact communications and brand-building strategies, and project plans including measuring their effectiveness
4. Demonstrated experience leading and developing a team of marketing communication specialists and associated budgets.
5. Experience successfully managing complex projects, involving multiple stakeholders, from start to finish
6. Demonstrated experience in producing engaging content (digital and offline) to a professional media standard, with particular skills in producing clear and persuasively written communication and verbal presentation for a variety of audiences.
7. Demonstrated experience in managing a range of communication technologies and channels to communicate to and engage different audience groups.
8. Demonstrated ability to comprehend complex information, translate and identify critical issues and key messages quickly.
9. Ability to reprioritise work plans and activities to manage conflicting priorities and ensure operational needs are met in a dynamic and changing work environment.
10. Proven high level interpersonal and consultancy skills with capability to independently develop collaborative, high functioning relationships at all levels within and external to the organisation.

**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.

<b>Line Manager</b>		<b>Delegated Authority</b>	
Name:	Cassandra Casey	Name:	Shaun Jenkinson
Title:	General Manager, ANSTO Communications and Community Relations	Title:	Group Executive Transformation and Engagement
Signature:		Signature:	
Date:		Date:	