



MOTOR ACCIDENT COMMISSION JOB AND PERSON SPECIFICATION

Title of Position: Corporate Communications Manager

Location: Adelaide

JOB SPECIFICATION

1. *Summary of the broad purpose of the position in relation to the organisation's goals (its expected outcome and how it is achieved).*

The Corporate Communications Manager is accountable to the General Manager, Corporate Affairs of the Motor Accident Commission (MAC) for managing MAC's sponsorship program, communications and public relations activities and liaison with the media.

2. *Reporting/Working Relationships (To whom the person reports, staff for whom the person is responsible, and other significant connections and working relationships within the organisation.)*

The Corporate Communications Manager reports to the General Manager Corporate Affairs and has the assistance of the Sponsorship and Communications Co-ordinator. The position also has working relationships with MAC's Road Safety Marketing Manager, various media outlets, Government stakeholders such as DTEI and SAPOL, key organisation staff and external stakeholders.

3. *Special Conditions (Such as non-metropolitan location, travel requirements, frequent overtime, etc.)*

- Some out of hours work may be required.
- Some intra and interstate travel may be required.

4. Statement of Key Outcomes and Associated Activities (Group into major areas of responsibility/activity and list in descending order of importance.)

The Corporate Communications Manager will contribute to MAC's Strategic Plan and the Corporate Affairs Section's Key Result Areas by:

- Managing MAC's sponsorship program to maximise outcomes that support MAC's road safety objectives and ensure their alignment with MAC's mass media marketing program.
- Identifying media and communication opportunities for MAC's road safety initiatives and positioning MAC to capitalise on these opportunities, including the preparation of media releases and briefings.
- Identifying and generating PR opportunities that extend MAC's key campaign messages beyond paid media.
- Managing MAC communications projects including the MAC annual report, website, branding and CTP claimant market research.
- Identifying and managing issues that may affect MAC's reputation including providing briefings to the General Manager Corporate Affairs, MAC CEO and Board and Ministers' offices.
- Negotiating and managing contractual arrangements with sponsorship recipients and public relations, market research, graphic design and advertising agencies.
- Preparing high quality written communication to support the above activities as required.
- Management of the application and use of the MAC brand.
- Other duties as may be required from time to time.

Certified Correct: /...../.....

Acknowledged by Occupant: /...../.....

PERSON SPECIFICATION

ESSENTIAL MINIMUM REQUIREMENTS (Those characteristics considered absolutely necessary).

1. Educational/Vocational Qualifications).

- Tertiary qualifications in communications, public relations or another relevant discipline.

2. Personal Abilities/Aptitudes/Skills (Related to the job description and expressed in a way which allows objective assessment).

- Excellent communication skills including the ability to develop and maintain co-operative working relationships with Board Directors, Government, MAC staff, Allianz and a broad range of other stakeholders.
- Demonstrated ability to lead and work as a member of a team including the ability to motivate and inspire others.
- Excellent written and presentation skills including the ability to develop well-researched, clear and concise communications strategies, reports, presentations and recommendations.
- Excellent consultation and negotiation skills including the ability to recognise and resolve conflict and negotiate outcomes acceptable to all parties.
- Energy, enthusiasm and capacity to cope with multiple projects, establish priorities and set work deadlines.
- Excellent organisational skills including general administrative skills.

3. Experience

- Demonstrated experience or an understanding of the requirements of a senior communications role.
- Demonstrated experience in:
 - Managing and leveraging sponsorships including the management of expenditure within budget.
 - Identifying and managing public relations opportunities.
 - Briefing and managing relationships with creative, media and market research agencies.

4. Knowledge

- Knowledge of best practice communication methodologies, strategies and techniques.
 - Knowledge of the media industry in South Australia.
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PERSON SPECIFICATION

DESIRABLE CHARACTERISTICS (To distinguish between applicants who have met all essential requirements).

1. Educational/Vocational Qualifications (Considered to be useful in carrying out the responsibilities of the position).

- Post graduate qualifications in communications or other relevant discipline.

2. Personal Abilities/Aptitude/Skills Experience

- Experience in using social media networks to compliment key campaign activity.

3. Experience

- Managing market research projects.

4. Knowledge

- Knowledge and/or understanding of the goals of, priorities, values and business of MAC.
- An understanding of Government, political and legislative processes preferably acquired in a Government environment.

HOW TO APPLY

Applications should be forwarded to Andrew Reed by e-mail to 13053@hender.com.au

Telephone enquiries are welcome and may be directed to Andrew on (08) 8100 8836 or Gill Manser on (08) 8100 8825.

Please note

Your application will be automatically acknowledged by a return e-mail.