

# JOB ROLE STATEMENT

## MANAGER CORPORATE COMMUNICATIONS AND ENGAGEMENT LEVEL 8

**DIRECTORATE** STRATEGY AND COMMUNICATIONS  
**BRANCH** STRATEGIC COMMUNICATIONS

**POSITION NO** P0063004

### KEY RESPONSIBILITIES

Develop and deliver the Strategic Communications Framework in line with Main Roads' Strategic Plan. Responsible for development and delivery of high-quality communications and stakeholder engagement utilising appropriate channels in alignment with organisational strategy and objectives. Manage corporate 'Centre of Expertise' for communications and stakeholder engagement including supporting policies, planning, strategies and 'best practice'.

### KEY DELIVERIES

#### Communications and Stakeholder Engagement

- Develop and deliver the Strategic Communications Framework in line with established, targeted objectives and Main Roads' Strategic Plan.
- Responsible for development and delivery of high quality corporate communications and stakeholder engagement to customers in alignment with organisational strategy and objectives.
- Manage corporate 'Centre of Expertise' in communications and stakeholder engagement including supporting policies, planning, strategies and 'best practice'.
- Responsible for corporate capability and performance in delivering influential communications in a way that organisational messages are understood and valued and inspire customer engagement and support for Main Roads' activities.
- Manage communication processes, practices and channels including corporate website, intranet and customer relationship management system (CONNECT) and all associated platforms aimed at behaviour change initiatives, campaigns and improved customer experience.
- Provide high-level advice on special communications and stakeholder engagement strategies and solutions to influence targeted outcomes.
- Keep abreast of the latest trends in emerging technologies and advancements in corporate communications and stakeholder engagement to leverage opportunities in improving Main Roads' relationship with the public.

#### Leadership and Management

- Lead the Branch in delivering excellent corporate communications and stakeholder engagement to customers.
- Lead the development, management and evaluation of the Corporate Communications and Stakeholder Engagement capability and ongoing functional performance.
- Managing financial, technological, physical and other resources within agreed allocations to meet agreed outcomes.
- Manage employee behaviour, performance and development.

#### Stakeholder Relationships

- Build and enhance working relationships with key internal stakeholders in managing effective collaboration and delivery of communications and stakeholder engagement services.
- Build and enhance working relationships with project-based Relationship Managers, Stakeholder Engagement Managers and Project Directors to ensure consistent and effective delivery of project communications and engagement.
- Liaise at high level with external stakeholders, including industry bodies, Local Government, State and Commonwealth agencies and other interest groups to represent Main Roads' interests.
- Represent Main Roads at the Transport Portfolio and other agency forums, ensuring decisions and actions reflect Main Roads' interests and approach to communications and engagement.

### SAFETY, HEALTH AND WELLBEING (SHW)

Responsible for active participation and performance to SHW standards as detailed by the Main Roads' Safety, Health and Wellbeing (SHW) Management System - refer to "SHW Roles and Responsibilities Procedure" on 'iRoads' intranet.

### LOCATION

Main Roads is a regionalised organisation with key delivery centres operating from the Kimberley to the Great Southern regions, including the metropolitan area. The incumbent of this position may be required to undertake a role in a region for a period of time.

### DYNAMIC RESOURCING

The incumbent of the position may be required to perform any other role within the incumbent's level of skill, competence and responsibility as directed by the Managing Director of Main Roads to meet the organisation's objectives and the incumbent's development.

### REPORTING RELATIONSHIPS

This position reports to:

(A) TITLE AND LEVEL

EXECUTIVE DIRECTOR STRATEGY AND COMMUNICATIONS

LEVEL 9

POSITION NO

P0062646

# MANAGER CORPORATE COMMUNICATIONS AND ENGAGEMENT LEVEL 8

## POSITIONS UNDER DIRECT SUPERVISION

## ALL POSITIONS UNDER CONTROL

List the position numbers, titles and levels of positions directly supervised

State number of positions only

TITLE and LEVEL	POSITION No	CATEGORY	NUMBER
Project Communication and Engagement Manager	LEVEL 7	Salaried	1
Customer Relationship Management Systems Manager	LEVEL 6		2
Communications Specialist	LEVEL 6		4
Digital Communications Manager	LEVEL 6		2
Internal Communications Manager	LEVEL 5		3
Communications Consultant	LEVEL 5		5
Design and Visual Communications Officer	LEVEL 4		1
<b>TOTAL</b>			<b>18</b>

## SELECTION CRITERIA – SHOULD BE ADDRESSED IN THE CONTEXT OF THE ROLE

### ESSENTIAL:

- Extensive skill, knowledge and experience in:
  - managing high quality communications and stakeholder engagement in a large complex organisation to influence targeted outcomes
  - building and enhancing stakeholder and customer relationships
  - managing communications and engagement to multiple customers and stakeholders and through multiple channels
  - managing financial, technological, physical and other resources within agreed allocations to meet agreed outcomes
  - managing employee behaviour, performance and development
- Knowledge of:
  - issues impacting communications and stakeholder engagement in a large complex infrastructure delivery organisation
  - policies and practices on Occupational Safety and Health, and on EEO, diversity and equity
- Possession of a current Western Australian 'C' Class (car) motor vehicle drivers' licence or an approved equivalent.

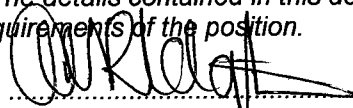
### DESIRABLE:

- A Degree in Public Relations, or Marketing, or Communications, or Management.

### CERTIFICATION

1. The details contained in this Job Role Statement have been reviewed to conform with Main Roads guidelines. The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

SIGNATURE

  
EXECUTIVE DIRECTOR

DATE

19/8/2022

2. The details contained in this document have been reviewed and conform to Main Roads guidelines.

SIGNATURE

  
MANAGER HR BUSINESS

DATE

19/8/22