

Job Description

VENUES WEST

Position details:

Title:	Senior Manager Corporate Communications and Engagement	Position Number:	TBD
Classification:	Level 7		
Branch:	Communications		
Directorate:	Strategy and Partnerships		
Award/Agreement:	Public Sector CSA Agreement and GOSAC Award 1989		
Reports to:	Director Strategy and Partnerships		
Direct Reports:	Manager Corporate Communications and Engagement Communications Coordinator		
Special Conditions:	Nil		

About the Organisation

Our Vision is to deliver world class sport and entertainment experiences through the effective management of our venues.

We directly support high performance sport by providing training and competition facilities, direct subsidies to sport on venue and events costs, and through the provision of high performance sport experiences for the community.

We focus on attracting world class sport and entertainment events, providing all Western Australians with the opportunity to be inspired.

About the VenuesWest Way

The VenuesWest Way guides the way we work and the way we model our behaviour.

It is our system of defining and measuring our culture and sets the expectations on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and as a collective.

Our signature behaviours:



About the Directorate

The Strategy and Partnerships directorate is responsible for the development and management of contracts and procurements across the VenuesWest business, building relationships with our key partners, provision of long term planning, reforming major business processes, communications, promotion of commercial activities and positioning VenuesWest for the future.



About the Role

The Manager Corporate Communications and Engagement plans and implements external and internal communication programs and strategies to increase the level of positive interaction with and awareness of VenuesWest's purpose, activities and achievements to key stakeholders. The role also leads VenuesWest's response to media issues.

About the Responsibilities

VenuesWest is committed to the principles of Equal Employment Opportunity (EEO) and diversity in the workplace and the provision of a safe environment for our employees, customers, trainees, students and volunteers. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO legislation, Occupational Safety & Health legislation, VenuesWest's Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.

Leadership Responsibilities

- Provides overall leadership and direction for the corporate communications branch and manages the development and delivery of relevant activities aligned to directorate and VenuesWest objectives
- Provides leadership for the members of the Branch, modelling the behaviours of the VenuesWest Way to achieve the Directorate's organisational objectives.
- Works collaboratively to continuously improve the Branch, building capabilities and skills, ensuring the successful delivery of services and quality outcomes based on customer service principles and practices.
- Works collaboratively as an active member of the Directorate sharing information and ideas and promoting professional development within the team.
- Manages and monitors the recruitment, induction, training and performance of staff within the Branch.
- Actively participates as a member of the Senior Management Team.

Communications and Engagement

- Interprets strategic objectives and key priorities as they relate to the communications and engagement function and develop communications strategies across various channels as required.
- Leads the development and implementation of continuous improvement projects for the communications function.
- Leads and directs the development and implementation of communications plans and strategies.
- Identifies and pursues opportunities including partnership and sponsorship arrangements to increase the utilisation of facilities and services and organisational revenue.
- Leads and manages an external communications program for key stakeholders.
- Develops, manages and evaluates community and stakeholder engagement programs.
- Develops and fosters industry, community and government communications and relationships.
- Manages stakeholder relationships and consults and negotiates with a range of external stakeholders including industry representatives.
- Oversees proactive and reactive media resulting from venue-partner activities, ensuring compliance with government direction.
- Manages a consistent and effective brand for VenuesWest in all internal and external communications strategies.
- Coordinates media coverage for VenuesWest and prepares media releases, magazine articles, web content, presentations, speech notes, briefing notes and statements for the Executive and CEO and Minister's office.
- Ensures use of all available digital channels to engage with and inform relevant audiences.
- Responds to online customer comments and offers advice to enable feedback resulting from contentious issues.
- Identifies and manages risks and media issues that may impact on the organisation.
- Leads complex customer communications issues on behalf of the organisation in liaison with stakeholders, CEO and executive staff.



- Develops and maintains capability across the communications function as it relates to relevant duties and responsibilities contained in the VenuesWest Emergency Response and Business Continuity policies and procedures.
- Participates in emergency management and response duties as required including outside of normal working hours.
- Develops and maintains policies and protocols in relation to external and internal communications and advises and educates employees on these where required.
- Manages and contributes to corporate publications with responsibility for the extranet and contributing to website requirements.
- Develops innovative and engaging internal communications strategies to enhance VenuesWest's culture, reputation, staff knowledge and business performance.
- Develops engaging internal communications programs and materials using a variety of communication channels and builds effective communications networks.
- Ensures consistent delivery, tone, content and relevance of key messages through internal channels and copy style guides.
- Is accountable for the management of human, financial, technological and physical resources to achieve the communications plans.
- Measures and reports on the effectiveness of communications activities.

Data Governance System Owner

- Leads the development and deployment of the Sales Cloud system.
- Sets and manages Key Performance Indicators to increase Sales Cloud system usage.
- Leads the ongoing promotion and training of the Sales Cloud system to ensure benefits are realised and employee capability is maximised.

Workplace Safety and Health

- Reads and understands all emergency plans and safety and health procedures, follows safe work instructions, undertakes emergency management and safety related training and assumes responsibilities as required or directed.

Other

- Other related duties as required.

About the Person

The following *essential* capabilities are to be addressed in the context of the responsibilities of the position:

1. High level demonstrated skills, knowledge and experience in the development, implementation and evaluation of communication plans including:
 - i. Well-developed writing, editing and journalism skills to research and write a range of internal and external communication materials; and
 - ii. Proven media relationships
 - iii. Leading a small team
2. Inspires a sense of purpose and direction and focuses strategically by understanding the organisation's objectives, aligning operational activities accordingly and providing direction to team members regarding the importance of their work.
3. Establishes clear plans and timeframes for project implementation; Responds to change and uncertainty in a positive and flexible manner; Sees projects and programs through to successful completion whilst achieving quality outcomes.
4. Builds productive relationships internally and externally to facilitate co-operation, partnerships and working collaboratively as a team; Leverages diverse views and perspectives and promotes a culture of customer service.



5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; Makes decisions for the collective good without favouritism or bias; Responds to pressure in a controlled manner and continues to move forward despite setbacks.
6. Communicates confidently, concisely and articulately both orally and in writing, approaching negotiations with a strong grasp of the key issues, striving to achieve outcomes that deliver benefit for both parties.
7. Refines roles and responsibilities and allocates workforce resources to achieve business outcomes and develop team capability; Undertakes succession planning; Provides coaching and leadership to encourage others to strive for ongoing performance improvement and continuous improvement.

The following *desirable* capabilities are to be addressed in the context of the responsibilities of the position:

1. Knowledge of the sport, recreation and entertainment industry.

Qualifications / Certifications

Desirable:

- Tertiary qualification in Journalism, Public Relations, Marketing or related field.

Employment Conditions and Eligibility

Appointment to this position is conditional upon:


- providing appropriate evidence of the ‘Right to Work’ in Australia
- providing a National Police Clearance Certificate (dated within 3 months from the date of application for the position) from a recognised service provider as determined by VenuesWest.

Important note: The key requirements and attributes detailed above are based on the following core capabilities prescribed in the VenuesWest Job Capability Framework:

- Shapes and manages strategy
- Achieves results
- Builds productive relationships
- Exemplifies personal integrity and self-awareness
- Communicates and influences effectively
- Manages people

Additional information can be obtained by contacting People and Culture on (08) 9441 8362.

Certification:

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.		
David Etherton Chief Executive Officer		Date Approved: 10/11/2023
As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.		
Employee Name:		Date Appointed:/...../.....
Signature:		Date Signed:/...../.....

