

Position Description

Vacancy: Communications Manager

Reporting to: Director Corporate Affairs, Passenger Rail and Sustainability

Reporting structure:

- Chairman
- Board
- CEO
- Director Corporate Affairs, Passenger Rail and Sustainability
- Direct report: N/A

Core hours: 8.30am – 5pm (with minimum 30 minutes for lunch)

Other benefits:

- Fully subsidised car parking in the Brindabella Business Park
- Mobile phone and laptop computer for work-related use
- Professional development opportunities

MAIN DUTIES

The Communications Manager plays a key role in building and maintaining the ARA's brand position and reputation, while supporting our member engagement. You will be responsible for ensuring a consistent industry voice across the ARA's communications and engagement activities to support the delivery of our strategy.

With a strong focus on writing and editing, you will implement our content marketing strategy, ranging from our advocacy communications and weekly newsletter to industry profiles and social media content.

The Communications Manager core responsibilities:

- Lead and implement the ARA's communications strategy to support its policy and advocacy agenda, engaging with portfolio leads to develop targeted content
- Raise the ARA's media profile through proactive media engagement and the development of media releases in response to topical issues
- Manage and write member communications, including the Weekly Update newsletter, Quarterly member updates, annual review and membership material
- Write speeches for the CEO and Chair as required.
- Write monthly columns for major industry magazines.
- Manage the ARA website and associated digital assets to a high standard, ensuring content is timely, relevant and remains in line with brand guidelines. This role is supported by the Marketing Officer.
- Develop communications materials and marketing collateral in line with our brand guidelines as required

Other duties:

- Contribute to the development of communications materials for the Work in Rail careers promotion project and the ARA's events marketing
- Collaborate with the broader corporate affairs team on the implementation of the ARA's social media and EDM schedule
- Other duties as required

SELECTION CRITERIA

To be successful in this role, you will have:

- University qualification in communications, marketing or a related discipline
- Minimum of five years' experience in a similar role
- Outstanding writing skills, with a genuine interest in developing a wide range of content
- Proven ability to deliver communications plans to a high standard, with measurable results
- Proficient in Microsoft Office suite
- Ability to work with third party providers such as graphic designers and website developers to deliver high quality materials in line with brand guidelines
- Some experience in InDesign is preferred
- Demonstrated success working in a team environment, with strong interpersonal, written and communications skills.

PERSONAL ATTRIBUTES

- Strong sense of integrity and accountability
- Team player, with an ability to establish strong working relationships
- Initiative and drive
- Excellent written and interpersonal communications skills
- Ability to get across complex issues quickly and undertake communications tasks spanning a wide range of issues
- Excellent organisational skills
- Ability to manage competing demands in a deadline-driven environment
- Ability to professionally and confidently interact with external stakeholders, including members, industry stakeholders and suppliers
- Good attention to detail and commitment to maintaining a high standard of work at all times