

Position Description

EMPLOYEE:	TBC
POSITION TITLE:	Corporate Affairs Manager
LOCATION:	Head Office: 60 - 68 Moorabool Street, Geelong
GRADE:	Management
ORGANISATION:	The Corporate Affairs Manager reports to the Executive Manager Brand and Marketing
PURPOSE:	<p>The purpose of this role is to lead and enhance our corporate reputation. The role will be responsible for the development and implementation of strategic communications and advocacy programs that support our business priorities, as well as fostering exceptional relationships with state and federal governments, industry bodies and other key external stakeholders.</p> <p>This role will also lead issues and crisis management, provide high level media relations support and advice, and oversee our community and CSR programs.</p>
STAFF:	Community Manager and Media & Communications Coordinator
KEY RELATIONSHIPS:	<div> <div> External: Local, State & Federal Governments Industry bodies such as PHA and HIRMA Sponsorship partners Community partners Media partners Support agencies such as advertising and digital agencies </div> <div> Internal: Board of Directors Chief Executive Officer Executive Management Team Brand and Marketing Department </div> </div>
Authorising Officer:	Ange Jones, People & Culture Manager
Version Number:	1.0
Date Approved:	11 July 2017

Principle Accountabilities:

Reputation and Corporate Affairs Management

- Design and implement strategies and programs that enhance GMHBA's corporate reputation, consistent with the 3 Year Business Plan.
- Drive awareness of our new and diversified business model and consolidate GMHBA's profile as a flagship business in Geelong and regional Victoria.
- Identify and manage key operations and community risks and issues through proactive internal and external stakeholder engagement, including the development of public position papers and communications plans.
- Drive strategic communications that tell our company story to a range of key stakeholders, while ensuring oversight/ guidance of PR to take advantage of opportunities and mitigate risk.
- Monitor the external environment for issues and risks and develop mitigation plans.
- Protect GMHBA brand reputation at times of crisis/negative publicity or other times where issues management and director/executive briefing or reporting is required.
- Above all you will be responsible for strengthening GMHBA's corporate reputation with our external stakeholders.

Strategic media relations

- Develop and implement an integrated media relations strategy that communicates GMHBA's business objectives and key brand purpose.
- Develop strong and sustainable relationships with key media outlets and stakeholders.
- Ensure consistency of message, tone and strategy across all external touch points for GMHBA's brands.
- Proactively identify and procure editorial and broadcast opportunities.
- Lead reactive media relations activity.
- Support spokespeople through training, preparation and documentation.
- Support brand marketing teams in developing effective public relations activities, and sponsorship PR support.

Government Relations

- Develop and drive a government relations strategy that influences and consolidates successful positioning as a key player with PHI and Health landscape
- Identify and create opportunities for the business to advocate GMHBA's policy positions in support of its reputation, PHI reform objectives and growth into health care services
- Build and nurture effective working relationships with various government officials, maintaining close working relationships with key ministerial, shadow ministerial and crossbench offices
- Monitor Federal and relevant state, legislative, parliamentary and political environment
- Ensure the business is alert to emerging opportunities and threats in the regulatory environment and advise on potential responses

Community and CSR Program Management

- Oversee the management of GMHBA's Community Strategy and CSR program
- Foster community relationships by building networks and liaising with local community leaders and businesses.
- Oversee the development and implementation of strategies for GMHBA community involvement to enhance the organisation's presence and increase brand awareness and positive brand associations.
- Protect and promote GMHBA's reputation through strategic community and stakeholder relations.

It is not the intention of this position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position.

The accountabilities described within may be altered in accordance with the changing requirements of the role.

Values & Behaviours:

Can demonstrate the ability to 'live' the corporate values and behaviours and be part of the GMHBA Team!

Trust Build credibility through actions Demonstrate in others intentions and competencies	Succeed Be resourceful, adaptable and achieve quality results Be decisive
Contribute Collaborate and get involved Make a difference	Improve Be curious and look for innovation Have the courage to try something new
Enjoy Enjoy work Take pride in success	Serve Aim to make every customer experience memorable Make every effort to deliver excellence

Specific Job Competencies:

Operational Decision Making

- Identifies and understands current issues, problems and opportunities.
- Takes action that is consistent with available facts, constraints and probable consequences.

Teamwork and Collaboration

- Actively builds and fosters a friendly, harmonious and productive working atmosphere for all staff.
- Actively shares your knowledge and experience with others in team.
- Leads by example. Models respect, helpfulness and cooperation.
- Builds a cohesive and collaborative team environment.

Conceptual Thinking

- Understands situations or problems by identifying patterns or connections and addressing key issues.
- Sees the big picture in complex situations.
- Recognises when and how parts of an issue or situation affect individual and group performance.

Strategic Planning

- Obtains information and identifies key issues and relationships relevant to long-range goals or visions.
- Develops alternatives based on logical assumptions, facts, resources, constraints and organisational values.
- Implements a course of action to accomplish long-range goals or visions.
- Measures outcomes.

Essential Skills & Experience:

Communication (verbal and written)

- Clearly conveys and cascades information and ideas, through a variety of media, to individuals or groups in ways that engages the audience and helps them to understand and retain the message.
- Is consultative and seeks to personalise communication to meet the internal/external customers' needs.
- Actively seeks and analyses feedback and responds in an appropriate manner.

Business Acumen

- Understands PHI industry, corporate finance and reporting. Understands the relationship and implications of product, premium and claims calculations as relevant to their position.
- Demonstrates their knowledge of sound business processes and practices through the delivery of effective outcomes and value adding initiatives.
- Demonstrates a sound understanding of contemporary Occupational Health and Safety standards, Equal Opportunity and other aspects of people management.

People Management

- Actively builds and fosters a friendly, harmonious and productive working atmosphere for all staff.
- Actively shares your knowledge and experience with others in team.
- Leads by example. Models respect, helpfulness cooperation and organisational values.
- Fosters a cohesive and collaborative team environment.

Key Performance Indicators:

Meet agreed individual KPIs aligned to the departmental KPIs which are detailed as part of the KPI framework, these will be reviewed and agreed post appointment.

Education Qualifications:

- Tertiary Qualification within a related discipline, ie communications, public relations, journalism, government relations or policy development.

Experiential Requirements:

- The ideal candidate will have +8 years' experience in a similar role.
- A proven track record in corporate communications, media and government relations
- Excellent ability to manage and influence key stakeholders
- A passion and successful track record in the development of communications strategies aimed at enhancing company profile and reputation
- Superior skills in *simplifying* complex messages into inspiring narratives
- Ability to work under pressure and be comfortable working with all levels of the organisation
- Comfortable working with ambiguity and changing priorities in a fast-paced environment
- Demonstrated excellence in writing and editing for government and/or corporate communication