

JOB DESCRIPTION

Effective From: May 2019

NAME:		REPORTING TO:	GM Global Communications
POSITION TITLE:	Global PR & Communications Advisor	DIRECT REPORTS:	None
DEPARTMENT:	Global Communications	LOCATION:	Melbourne

POSITION PURPOSE

The role of Global PR& Communications Advisor is to support the GM Global Communications, regional PR, product, and brand teams in the development and execution of external communication activity.

The primary focus of the role is to create newsworthy and engaging stories that will help the Group achieve our strategy of Growing with Purpose. The role also supports the GM Global Communications, product, customer relations and senior leadership team on issues management and transformation projects.

The Global Communications team is essentially an inhouse agency, which means the role must lead with service, building successful relationships with a wide variety of internal and external stakeholders, managing confidential information and continuous transformation, contributing to an engaged corporate culture.

KEY RESPONSIBILITIES:

1. **News generation and distribution:** identify and develop newsworthy content that will be used by regional PR managers and on our owned channels; integrate PR into global brand campaigns and channels;
2. **Coordination of global PR activity:** support regional PR managers, product and brand managers to deliver best in class global PR presence for Intrepid Group; develop and maintain a global PR calendar, press kits and backgrounders, story bank and online newsroom; develop and maintain global PR reporting
3. **Issues and change management:** assist the GM Global Communications on change management projects or with responses to reputation issues when required
4. **Internal communications:** assist with developing and implementing internal communications material that enhances our company culture and supports business objectives.

QUALIFICATIONS, TECHNICAL SKILLS AND EXPERIENCE

Essential

- Graduate degree in marketing, communication, or a related field
- Experience in a PR role in a global organisation
- Excellent written communication skills, with strong attention to detail and the proven ability to effectively communicate complex information to a variety of audiences globally
- Strong news sense and the proven ability to identify and create newsworthy stories that meet business objectives

SOFT SKILLS AND OTHER PERSONAL ATTRIBUTES

Essential

- Strong interpersonal skills, with the ability to build successful relationships with a wide variety of internal and external stakeholders
- An understanding of and belief in the Intrepid Group's core values and style of travel
- A results-oriented self-starter with a desire to create continuous business improvement

Intrepid Group

- The ability to work autonomously and in a self-directed manner
- A team player who can work in cross-functional teams, successfully managing multiple projects and competing deadlines
- A willingness to work non-standard business hours when required
- Customer-focused and socially aware, with ability to represent our brands and business interacting with customers, fans, media, and employees in real time on various platforms.

Desirable

- A love of travel
- A good sense of humour

VALUE ALIGNMENT AND PURPOSE

Essential

- Passion for travel and belief in Intrepid Group's responsible travel philosophy
- Understanding of and support for Intrepid Group's Purpose Beyond Profit ethos
- Clear alignment with Intrepid Group's values (Growth, Innovation, Fun, Responsibility, Passion, Integrity)
- A digital mindset

ACCOUNTABILITIES

Area of Accountability	Benchmark Measures
Develop newsworthy content for earned and owned media	<ul style="list-style-type: none"> • % of coverage in Tier 1 media • Develop an editorial calendar, working ahead to have pitches ready in advance • Develop a 'best in class' newsroom • Collaborate with PR, product, brand, commercial and content teams to drive PR-led campaigns and content
Support Regional Public Relations Strategies	<ul style="list-style-type: none"> • Assist with effective management of PR activity across a truly global business • Ensure consistent sharing of information across regions • Ensure messages are consistent across all regions. • Work with regions to ensure all media enquiries are responded to in a timely and appropriate manner. • Maintain up to date lists for selected global media
Pitch Purpose and business Growth story ideas to regional PRs and content team and manage through to completion	<ul style="list-style-type: none"> • % of Purpose-led coverage in Tier 1 media • % of business Growth coverage in Tier 1 media • PR-led campaign contributions to TIF • Staff engagement in TIF
Manage global press trips, working closely with regional PR managers	<ul style="list-style-type: none"> • Successfully manage agreed global press trips from developing the itinerary and pitch, liaising with product and DMC on booking, managing budget and follow up.
Grow the reputation of our business by communicating our strategy of Growing with Purpose	<ul style="list-style-type: none"> • Support the Senior Leadership team and regional PRs with briefing notes, speeches, op eds • Identify and prepare awards applications in conjunction with other Intrepid staff
Global PR reporting	<ul style="list-style-type: none"> • Develop and maintain reporting for global PR and Communications teams

Support Issues and Change Management	<ul style="list-style-type: none"> • Assist with developing key messages as issues/crises unfold, providing statements for external communication channels • Support identified company spokespeople through interview briefings. • Assist cross-functional areas of the business to respond appropriately to incidents and customer issues in media and social media. • Support on change management projects.
Support the delivery of a best-in-class internal communications programme	<ul style="list-style-type: none"> • Champion of company culture that personally reflects business values • Community Management on Yammer • Drives continuous business improvement through engaging internal communications that educates and informs the global business
Purpose Beyond Profit	<ul style="list-style-type: none"> • Understand Intrepid Group's Purpose Beyond Profit philosophy and contribute to the achievement of the social, environmental and Intrepid Foundation goals as set by IG each year
Additional duties	<ul style="list-style-type: none"> • Any other duties as may be assigned from time to time