

JOB DESCRIPTION

Effective From: May 2019

NAME:		REPORTING TO:	GM Global Communications
POSITION TITLE:	Corporate Content Specialist	DIRECT REPORTS:	None
DEPARTMENT:	Global Communications	LOCATION:	Melbourne

POSITION PURPOSE

The role of Corporate Content Specialist is to support Global Communications, senior leadership and the Purpose team to create and manage content that drives our business strategy of Growing with Purpose.

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 stakeholders, often managing confidential information and contributing to an engaged corporate culture.

The Corporate Content Specialist is an expert in our industry, our business, our purpose, and our culture, and uses that knowledge to create effective, impactful, strategic and shareworthy content.

KEY RESPONSIBILITIES:

1. **Annual Integrated Report** – writing, editing, and distributing the company’s Annual Integrated Report; working closely with senior management, and key stakeholders to create and distribute the report
2. **Online corporate presence** – developing and managing the Group’s online corporate presence through Group and brand websites and B2B social channels, creating and distributing content that tells the story of our Growth, our Purpose, our culture and our people.
3. **Opinion leadership content** –working with our senior leadership and Purpose teams to support the development and execution of corporate communications activity that builds engagement with all stakeholders and the reputation of the business

QUALIFICATIONS, TECHNICAL SKILLS AND EXPERIENCE

Essential

- Graduate degree in journalism, communication, or a related field
- Experience in a corporate communication, writing, or journalism role
- Experience in the tourism industry or working for an international organisation

OTHER SKILLS AND ATTRIBUTES

Essential

- Excellent written communication skills, with strong attention to detail and experience writing for digital, social, and print mediums
- A proven ability to translate complex business concepts into engaging content for a wide variety of audiences, driving reputation and thought leadership

Intrepid Group

- A demonstrated interest in sustainability and corporate social responsibility.
- Ability to build strong relationships at all levels of the business
- A results-oriented self-starter with strong project management skills and the ability to work independently, or in cross-functional teams, successfully managing multiple projects and competing deadlines.
- A willingness to work non-standard business hours when required

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
Annual Integrated Report	<ul style="list-style-type: none">• Working with senior managers, Finance, Purpose, design and other key stakeholders to write and edit the the company's Annual Integrated Report, delivered on time and with excellence.• Manage online and social distribution of the report to reach new and relevant audiences
Corporate content management	<ul style="list-style-type: none">• Develop the Corporate Content Strategy, with a view to building our reputation and growing our online presence.• Work closely with the brand content team, PR managers, senior leaders and the Purpose team to develop and maintain content on our Founders, business, and Purpose, to establish a factually accurate source of truth for internal and external stakeholders.• Oversee the production and curation of content that reflect business priorities
Corporate Content Production and Distribution	<ul style="list-style-type: none">• Create engaging Corporate content including articles, press releases, research papers, statements, and case studies that delivers relevant information about our business Growth and Purpose to stakeholders and can be pitched to external media and published Intrepid Group's owned media• Ensure all content is produced in line with existing tone of voice guidelines and accurately reflects our business, brands, products, people and Purpose.• Develop content and community management of Intrepid Group and select brands on LinkedIn and other B2B social media channels, establishing the Intrepid Group's brands as thought leaders and reputable sources of information

	<ul style="list-style-type: none"> • Number of Purpose and Growth content pieces on internal and corporate channels that are used in earned and owned channels • Engagement and audience growth on LinkedIn
Opinion Leadership content	<ul style="list-style-type: none"> • Support senior management with speeches, briefing notes, profile pieces, op eds, and thought leadership commentary that builds the reputation of our business and communicates our strategy of growing with Purpose. • Speeches and other corporate content for senior management delivered on time and with excellence
Support Issues and Change Management	<ul style="list-style-type: none"> • Support on change management projects and with responses to customer relations and issues as required.
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
Reporting	<ul style="list-style-type: none"> • Develop, monitor, and analyse reporting on the effectiveness of corporate and Purpose content, including website traffic, social media engagement, media coverage, partnerships
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