

TOWNSVILLE ENTERPRISE LIMITED

POSITION DESCRIPTION

Position:	Advisor to the Chief Executive Officer
Team:	Corporate
Reports to:	Chief Executive Officer
Direct reports:	Nil
Purpose:	Securing the Future of Townsville North Queensland
Strategic Pillars:	Politically Powerful, Economic Leadership, Valued and Engaged Membership, Capable and Accountable.

Position Overview:

The Executive Advisor will provide strategic advice, government relations, communications, stakeholder relations and public affairs leadership to the CEO, Chairman, Executive Directors and wider Townsville Enterprise team.

Key objectives of the role include:

- Assist the CEO to oversee operations within the organisation.
- Uniting people across the organisation and keep them moving forward.
- Act as a confidant and advisor to the CEO, enable organisational decision-making, and drive realisation of strategic intent and vision.
- Support the CEO and Executive Directors by being a point of contact for major external stakeholders including the business, community, government and media.
- Work collaboratively with key internal and external stakeholders to design and deliver comprehensive and proactive strategies and campaigns focused on business, community, government and media.
- Maintain necessary business, community and government relationships at Local, State and National Government levels to support the business and establish Townsville Enterprise as a trusted government stakeholder and a valued corporate member of the community.
- Respond proactively to government submissions for Local, State and National issues and projects.
- Ensure any issues which may need managing at government level are identified and managed in a timely and effective manner.
- Promotion of Townsville Enterprise and the Townsville North Queensland region through local, state, national and international media.
- Preparation of a variety of communication materials.

Primary Duties and Responsibilities

Refer Attachment A.

Excellence:	We accept nothing less than quality in everything we do.
Partnerships:	We work together, inspire each other and use external membership relationships to achieve strategic priorities.
Non-Partisan:	We strive for what is best for the region – independent of politics. Be transparent and informative. Data led Advocacy. Treat everyone equally and respectfully.
Creative:	We are innovative and imaginative in creating an exciting and vibrant future.

The Townsville Enterprise team connects strongly with these values and demonstrates them in all aspects of their roles.

Essential Capability Criteria

- Experience in building relationships with political advisors and industry leaders
- Strong communication skills including interpersonal, written and verbal and demonstrated use of these in a business environment.
- Project management experience.
- Well-developed written and oral communication skills.
- An understanding of the media and public relations industries including processes, deadlines, and networking.
- Practical experience in working with traditional and new media.
- A demonstrated ability to work to an effective plan including the demonstration of effective time management, multi-tasking and organisational skills.
- Demonstrated ability to network and interact well with people including community leaders and media.
- Ability to work in an extremely busy and highly paced office environment.

Qualifications – Essential

- Tertiary education in public relations, marketing, journalism or communications.
- Minimum of five years' experience in a public relations discipline including media, business, government or community relations.

Skills Essential

- Computer skills including previous experience with Microsoft Office and Outlook, content management system and desktop publishing skills.
- Effective and efficient concept development and writing skills.
- Current Open Driver's Licence.

Qualifications - Desirable

- Experience with local media in at least two different mediums.
- Experience in building relations with regional industry, business and within the political landscape
- Experience in an economic development or membership organisation.

All applicants must be willing to work flexible hours and to participate in work-related travel where required.

Townsville Enterprise promotes an environment where professional development and learning is encouraged, with each staff member expected to take an active role in driving his/her personal development in tandem with the formal review and development process.

I acknowledge that I have read and understand the contents of the Position Description.

Name:

Signature:

Date:

Attachment A: Table of Duties and Responsibilities

Strategic Pillar & Organisational Goals	Key objectives	Measures of success
<p>Capable and Accountable</p> <p><i>Financially sustainable with a team of high performers who can leverage the passion and capabilities of all Stakeholders to achieve regional growth.</i></p>	<p><i>CEO and Chair</i></p> <ul style="list-style-type: none"> Where appropriate, use sound judgment to manage situations and issues on behalf of the CEO and Chair, ensuring such intervention does not negatively impact the reputation and positive public image and relationship of the CEO, Chair or the organisation. Act as first point of contact for the CEO's and chair's office. <ul style="list-style-type: none"> Screen telephone calls on behalf of the CEO and Chair. Take and convey messages. Draft letters of support and stakeholder engagement. Diary oversight and decision power to make changes. Assist CEO, Chair and Executive Directors with speeches, correspondence, briefing documents, and advocacy. Assist with compilation of the draft format of the CEO's and Chair's Board Report and make final edits based on feedback. Prepare data, reports, and presentations as required by the CEO. Liaise with industry, government and public for and on behalf of the CEO. Liaise with TEL team members regarding meetings and events involving the CEO and Chair's participation. Facilitate the effective flow of two-way communication between the CEO, management, staff, stakeholders and members of the public. Act as a confidant and advisor to the CEO, enable organisational decision-making, and drive realisation of strategic intent and vision. Attend meetings on behalf of the CEO as required, take action items and follow up. 	<ul style="list-style-type: none"> Demonstrate initiative and act with minimal supervision to ensure that the office of the CEO functions effectively. Demonstrate understanding of business priorities and reflect these in the management of the CEO's diary with non-time critical appointments appropriately managed. Functions, meetings and events involving CEO and Chair are structured, communicated and participation meets predetermined organisational criteria for successful outcomes. Negate adverse and manage any negative feedback regarding the flow of communication between the CEO, management, staff and stakeholders to bring about a positive outcome and manage expectations appropriately. Ensure action times are followed up in a timely manner.

Project Management

- Manage tasks and deadlines on behalf of the CEO.
- Effectively follow up on action items and work collaboratively with other team members to ensure organisational activities and projects are progressed and accomplished on behalf of the CEO and Chair.

General

- Maintain familiarity and knowledge of all occupational health, safety and welfare regulations and policies of the organisation and observe these in day-to-day business operations.
- Demonstrate a professional, team orientated and outcome focused work ethic.
- Assist in providing information and advice on Townsville, its attractions and potential.
- To work as part of a team on major projects and events providing back up to other departments or performing additional duties as and when required.
- Maintain appropriate policies and guidelines for managing political relationships at Local, State and Federal levels, as well as the media, and liaise with the appropriate Director in times of crisis.

- Aiding in and ultimately ensure the timely completion of projects across the organisation.

- Ensuring communication and advocacy activities are performed on time and accurately.
- Maintaining professional corporate dress standards
- Using effective and appropriate communication and appropriate consideration of fellow staff.
- Focusing on benefits of activities for our members and the region and seeking of new members and sponsorship.

Politically Powerful

Influence all levels of Government as a respected, apolitical, and bold advocate for Townsville North Queensland.

Government

- Maintain necessary government relationships at Local, State and Federal Government levels to support the business and establish Townsville Enterprise as a trusted government stakeholder.
- Serve as a point of contact on behalf of the CEO and Executive Directors with key Local, State and Federal Government representatives.
- Provide advice and leadership to CEO and Directors on key political information and respective positioning across the political divide pertaining to relevant business units.
- Respond proactively to government submissions, inquiry appearances etc for Local, State and National issues and projects.
- Identify, address, crisis manage, and mitigate issues at a government level in a timely and effective manner.
- Plan and project manage political delegations, including meeting program, briefings and identifying key stakeholders to support the program's objectives.
- Liaise with Administration Officer to coordinate travel and logistics.

Media, Communications and Public Relations

- Identify potential media opportunities with stakeholders where appropriate, whilst balancing opposing political interests and ensuring bipartisanship is upheld.
- Oversee the development and implementation of media releases, statements and interaction with journalists including regular media releases, and organise and host press conferences as required.
- Develop and maintain professional and effective relationships with media locally, state-wide and nationally, and ensure continuity of communication between the media and Townsville Enterprise.
- Anticipate, monitor and evaluate media concerning Townsville Enterprise and the Townsville North Queensland region and manage appropriate responses.

- Support the organisation's advocacy through regular meetings with advisors of relevant State and Federal Cabinet and Shadow Cabinet Ministers, as well as local MPs and Councillors.
- Regularly seek updates from key government representatives on respective positioning on advocacy agenda and key regional priorities.
- Project manage the formulation of government submissions, including determining content, advising of key dates, timelines and engaging relevant stakeholders and government departments.
- State and Federal Delegations are well planned to run according to timeframes and set itineraries.
- Ensure the CEO, Chair and Stakeholders involved in State and Federal Delegations are briefed.
- Delivery of all media and public relations communications.
- Timely delivery and quality of content for magazines, radio programs, newspapers and other corporate publications.
- Ensuring successful productive working relationships are maintained with media contacts.
- Quality and suitability of written and pitched material.
- Review and proof all publications and EDM in a timely and construction manner.

	<ul style="list-style-type: none"> • Actively generate proactive and strategic media opportunities to position Townsville Enterprise within all markets in accordance with its strategic plan. • Prepare copy for columns and editorials across targeted markets for corporate messages and campaigns. • Provide media support to visiting media for special events and visiting delegates as required. • Coordination of effective public relations tactics to promote Townsville Enterprise in a positive and proactive manner. • Oversee communications via social media platforms. • Review and proof all Townsville Enterprise publications to ensure compliance with corporate branding requirements and alignment with marketing, communications and advocacy strategy. • Oversee Townsville Enterprise's digital communication strategies to ensure a coordinated and effective online presence. 	<ul style="list-style-type: none"> • Protect and enhance the professional profile, public image, reputation and integrity of the organisation through communications.
<p>Economic Leadership</p> <p><i>Work with regional stakeholders to deliver a shared economic Development Agenda focused on enabling infrastructure, increasing visitation and investment attraction whilst providing economic information, credible research, and insight on Townsville North Queensland.</i></p>	<ul style="list-style-type: none"> • Work collaboratively with key internal and external stakeholders to design and deliver comprehensive and proactive strategies and campaigns focused on business and community, supported by media. • Maintain necessary business and community relationships to support the organisation and establish Townsville Enterprise as a trusted and a valued corporate member of the community. • Project manage key government submissions for Budgets, Elections and Senate Enquiries and identify key stakeholders to engage. • Identify, address, crisis manage, and mitigate issues with key stakeholders in a timely and effective manner. • Create media opportunities around economic development initiatives and projects. 	<ul style="list-style-type: none"> • Make productive steps towards generating commitments for key economic development and advocacy initiatives benefiting the private sector. • Support the development and delivery of targeted advocacy activity and economic development agenda through strategic communications. • Timely and efficient project delivery of all output to both internal and external stakeholders. • Consistent take up by media of stories around economic development initiatives.

Proud and Engaged Membership

Ensure Members and Partners are engaged, well informed and proud ambassadors for the region and the organisation.

- Ensure all appropriate partners and stakeholders are engaged with key internal and external communications.
- Engage key stakeholders and members on potential media opportunities and input into relevant documentation.
- Management the organisation's membership engagement processes in conjunction with the Membership Committee.
- Delivery of Advocacy Alerts on announcements and updates on key projects and advocacy efforts
- Delivery of letters and communications from Townsville Enterprise management to members and stakeholders.
- Delivery of membership marketing strategies and procedures.