

## TOWNSVILLE ENTERPRISE LIMITED POSITION DESCRIPTION

<b>Position:</b>	Corporate Communications Executive
<b>Team:</b>	Visitor Economy & Marketing
<b>Reports to:</b>	Director Visitor Economy & Marketing
<b>Direct reports:</b>	Nil
<b>Purpose:</b>	Secure the future of Townsville North Queensland
<b>Strategic Pillars:</b>	Politically Powerful, Economic Leadership, Valued and Engaged Membership, Capable and Accountable.

### Organisational Values:

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

### Position Overview:

The Corporate Communications Executive is responsible for the coordination and implementation of a range of media, public relations and communication initiatives comprising:

- Developing and implementing comprehensive communication strategies aligned with company goals, including crisis management plans and advocacy communications.
- Building and maintaining relationships with journalists, managing press inquiries, and issuing press releases.
- Promotion of Townsville Enterprise and the Townsville North Queensland region through local, state, national and international media.
- Supporting senior leadership with communication needs including speeches, presentations, and media interviews.
- Protection of TEL's brand and values including risk management for TEL's reputation.

### Primary Duties and Responsibilities:

Refer Attachment A.

### Essential Capability Criteria

- Practical experience in working with traditional and new media
- Strong communication skills including interpersonal, written and verbal and demonstrated use of these in a business environment
- Well-developed journalistic skills
- An understanding of the media and public relations industries including processes, deadlines and networking
- 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 ideally in public relations, marketing, journalism or communications
- Minimum of two 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
- Current Open Driver's Licence
- Effective and efficient concept development and writing skills

**Qualifications - Desirable**

- Experience with local media in at least two different mediums
- Experience with web design and development
- Experience in tourism/development organisation
- Video production

---

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><b>Politically Powerful</b></p> <p><i>Influence all levels of Government as a respected, apolitical and bold advocate for Townsville North Queensland</i></p>	<ul style="list-style-type: none"> <li>• Coordination of effective communications which will promote Townsville Enterprise and the Townsville North Queensland region in a positive and proactive manner.</li> <li>• 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.</li> <li>• Protect and enhance the professional profile, public image, reputation and integrity of the organisation through public communications.</li> <li>• Anticipate, monitor and evaluate media concerning Townsville Enterprise and the Townsville North Queensland region.</li> <li>• Coordination of all corporate communications ensuring compliance with corporate branding requirements and alignment with marketing communications and advocacy strategy.</li> <li>• Development and delivery of content for corporate publications etc in conjunction with relevant team members.</li> <li>• Actively generate proactive and strategic media opportunities to position Townsville Enterprise within all markets in accordance with its strategic plan.</li> <li>• Develop and implement the uniform delivery of media releases, statements and interaction with journalists including regular media releases, and organise and host press conferences as required.</li> <li>• Prepare copy for identified columns and editorials across targeted markets for corporate messages and campaigns.</li> <li>• Composition of all newsletter and journal articles</li> <li>• Provide media support to visiting media for special events and visiting delegates as required.</li> <li>• Anticipate, monitor and evaluate media concerning Townsville Enterprise and the Townsville North Queensland region and manage appropriate responses.</li> <li>• Assist in the generation of speeches by Management as required</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of all media and public relations communications. <i>Measured by: Consistent take up of stories across all business units, projects and programs and positive feedback from key stakeholders.</i></li> <li>• Timely delivery and quality of content for magazines, radio programs, newspapers and other corporate publications.</li> <li>• Ensuring successful productive working relationships are maintained with media contacts. <i>Measured by: One (1) media / public relations event and host three (3) media outlets on famil per annum including an outcome of one (1) National and State coverage per famil and maintenance of media data base.</i></li> <li>• Quality and suitability of written and pitched material. <i>Measured by: achieving a minimum of fifty-two (52) local, twelve (12) state and two (4) national media stories across the four business units –</i></li> <li>• Utilising social media to increase awareness of the Townsville North Queensland region. <i>Measured by: Growth of Facebook fans by at least 10% per annum (Currently at 5,640)</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Assist in the maintenance of the appropriate Townsville Enterprise digital communication strategies to ensure a coordinated and effective online presence, including social media.</li> <li>• Provide information for the preparation of monthly reports detailing communications activity and outcomes and other reports as required.</li> <li>• Regularly monitor media exposure of Townsville Enterprise and the Townsville North Queensland region.</li> <li>• Actively generate proactive and strategic media opportunities to position Townsville Enterprise within all markets in accordance with its strategic plan.</li> <li>• Brief CEO and media spokespeople in preparation for media and press opportunities.</li> <li>•</li> </ul>	
<p><b>Economic Leadership</b></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"> <li>• Create media opportunities around economic development initiatives and projects.</li> <li>• Create media opportunities around Tourism development for the region.</li> <li>• Proactive media strategy development to create media opportunities for our region and our members.</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent take up by media of stories.</li> </ul>

Strategic Pillar & Organisational Goals	Key objectives	Measures of success
<b>Proud and Engaged Membership</b> <i>Ensure Members and Partners are engaged, well informed and proud ambassadors for the region and the organisation</i>	<ul style="list-style-type: none"> <li>• Ensure all appropriate partners and stakeholders are engaged with key internal and external communications.</li> <li>• Prepare regular e-newsletters to members and stakeholders.</li> <li>• Assist with developing and maintaining online content across Townsville Enterprise digital assets.</li> <li>• Assist in the monitoring of communications via social media platforms (Facebook, Twitter and LinkedIn) in coordination with the Marketing Manager's team.</li> <li>• Actively seek new members in line with membership procedures and support existing members through active industry engagement.</li> <li>• Promote Townsville Enterprise membership and actively pursue new memberships, renewals and upgrades.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of monthly eNewsletters</li> <li>• Delivery of Advocacy Alerts on announcements and updates on key projects and advocacy efforts to Members and Stakeholders</li> <li>• Delivery of letters and communications from Townsville Enterprise management to Members and Stakeholders</li> </ul>
<b>Capable and Accountable</b> <i>Financially sustainable with a team of high performers that can leverage the passion and capabilities of all Stakeholders to achieve regional growth</i>	<ul style="list-style-type: none"> <li>• Provide information for the preparation of monthly reports detailing communications activity and outcomes and other reports as required.</li> <li>• 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.</li> </ul> <p>Maintain appropriate policies and guidelines for managing the media and liaise with the Directors in times of crisis media events.</p> <p>Provide leave cover for the Marketing Manager when required.</p>	<ul style="list-style-type: none"> <li>• Ensuring Communications activities are performed on time and accurately and the Director Visitor Economy &amp; Marketing is advised of potential delays, changes or issues.</li> </ul> <p><i>Measured by: Performance in meeting regular or project guidelines, accuracy of documents and communications and reasoning presented for changes.</i></p>
<b>General</b>	<ul style="list-style-type: none"> <li>• Demonstrate and lead a culture of continuous improvement.</li> <li>• Demonstrate a professional, team orientated and outcome focused work ethic through maintaining acceptable levels of confidentiality; corporate dress standards; using effective and appropriate communication; consideration of fellow staff and demonstrating a constant focus on benefits of activities for our members and the region.</li> <li>• Take reasonable care for your own health and safety, and that of others who may be affected by your acts or omissions. Comply with any reasonable instruction that is given by the company in relation to the WHS Act.</li> <li>• Be professional in all representations of Townsville Enterprise, abiding by TEL's code of conduct and representing the brand at all times.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstration of leadership, professionalism, a team orientated and outcome focused work ethic through maintaining acceptable levels of corporate dress standard; using effective and appropriate communication; consideration of fellow staff; a constant focus on benefits for our members and the region.</li> </ul> <p><i>Measured by: Demonstrated team work and leadership qualities. Display of professional corporate standard through personal presentation and communication.</i></p>

