

## Position description

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<b>Position</b>	Internal Communications Specialist
<b>Group</b>	Communications & Engagement
<b>Reports to</b>	Group Manager, Internal Engagement & Change
<b>Location</b>	1010 La Trobe Street Docklands Victoria
<b>Date</b>	January 2021

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## Our organisation

VicTrack owns Victoria's transport land, assets and infrastructure and works to protect and grow the value of the portfolio, to support a thriving transport system, and make travel and living better for Victorians.

With much of the asset portfolio dedicated to transport – our lands, infrastructure, trams and trains, and telecommunication networks – our focus is strategic asset management and supporting the delivery of better transport solutions. With a strong commercial focus, we invest back into transport and communities, and support other non-commercial activities like community projects and environmental and heritage preservation.

## Our core functions

Victoria's *Transport Integration Act 2010* sets out the objectives for each transport sector agency, and as the asset owners, our role is to manage the assets consistent with transport system objectives. Our core functions include:

- Telecommunication services and network infrastructure that supports public transport
- Managers of land set aside for transport purposes, including the development and sale of land no longer required for transport
- Project management and civil engineering services for rail infrastructure upgrades
- Transport facilities and asset management, including the open access Dynon Rail Freight Terminal and heritage, buildings and environmental preservation

## Our business groups

Our business is made up of three specialist delivery groups including Property, Telecommunications and Project Delivery, which are supported by the Office of the Chief Executive and Business Services. Each delivery group provides various disciplines in assets management and service delivery.

### **Our vision**

To grow as a commercially sustainable corporation that supports the delivery of government policy and achieves triple bottom line outcomes through a strong commercial focus and environmental sensitivity and provides a range of social benefits to Victorian communities.

### **Our mission**

To improve the value of assets that VicTrack manages for the state and deliver a range of commercial services and projects that improve Victoria's transport system and contribute to the state's liveability and sustainable economic development.

### **Our values**

- Professional
- Achieve
- Collaborate
- Innovate

## **Dimensions**

### **Reporting relationships**

This role reports to the Group Manager, Internal Engagement & Change.

### **Budget**

NA.

### **Other**

NA.

## **Purpose of the position**

The Internal Communications Specialist will drive the organisation's internal communications agenda to strengthen information sharing and build a culture of engagement and collaboration.

You will support the development of VicTrack's internal communications strategy and its implementation, ensuring key communications initiatives and messages are coordinated and integrated. You will manage all key internal communications channels and create engaging content.

Working closely with the Senior Change & Internal Communications Specialist you will ensure internal communications are streamlined for enterprise-wide initiatives, as well as implement communications and change plans for some discrete internal projects. With your flair for internal engagement, you will contribute innovative ways to facilitate opportunities for employees to add value to decision-making and inform the best outcomes for the business.

You will assist the strengthening of innovation as a core value within VicTrack's culture and provide coordinating support to the VicTrack Innovation Framework.

In alignment with IAP2 values, you will proactively engage with employees at all levels to understand any issues and concerns and develop strong and trusting relationships to build awareness and support of the role and value of internal communications.

### Key accountabilities/functions

- Implement internal communications strategies to ensure an engaged and informed workforce.
- Work across the organisation to drive the ongoing development of appropriate and current content for VicTrack's main communications channels, including; the intranet, monthly executive enews (Platform), weekly employee enews (People) screensavers and office campaigns.
- Support the bimonthly all staff forum, Be Inspired Speaker Series, Transport Speaker Series, Innovation Luncheons and other key employee events.
- Establish and maintain strong working relationships with the executive, senior leadership team and People & Culture to deliver inspired strategic advice on internal communications.
- Collaborate with the Senior Change & Internal Communications Specialist in the delivery of enterprise-wide initiatives to ensure all communications channels are effectively utilised and messages are integrated.
- Under the guidance of the Senior Change & Internal Communications Specialist, support the development and implementation of communications and change plans for discrete, internal projects.
- Work collaboratively with People & Culture to implement communications plans for initiatives aimed at employee engagement.
- Support the development of key corporate publications such as the corporate plan through the development of content, editing and proofing, as required.
- Manage the coordination of innovation ideas from VicTrack's innovation framework.
- Contribute to the transformation of internal content to support VicTrack's social media strategy, in collaboration with the Communications & Marketing team, to build VicTrack's brand and reputation.
- Any other work requirement duties as directed by your manager.

### Customer focus

At VicTrack we require staff to practice customer focus by recognising the importance of valuing customers (internal and external) and ensuring that all activities are oriented towards meeting their needs. This is about listening to customers regarding their expectations and focusing on delivering solutions that address their needs. Customer focus also includes proactively seeking and acting on feedback to enhance the customer experience.

This position has organisational responsibility to ensure our collective approach to a customer centric approach is delivered, managed and monitored.

### Safety responsibilities

Ensure safety instructions are adhered to and report any inappropriate practices and incidents. Comply with Occupational Health & Safety Act in regard to self, tenants and customers.

### Train track safety awareness

All staff who may be required to come into contact with rail activity, including design work and the management of other staff, shall:

- be responsible for their actions where those actions can in any way affect or compromise railway safety
- be aware of the railway safety requirements associated with their duties and responsibilities
- take whatever action is possible to prevent the occurrence of unsafe conditions and / or incidents
- report any railway safety problems / hazards of which they become aware to the Manager Safety.

## Individual attributes

### Qualifications

- Tertiary qualifications in Communication, or a related discipline, or proven experience in a similar role
- IAP2 and/or change management certification would be advantageous.

### Knowledge & experience

- Significant experience in internal communications, corporate writing and engagement in an issues-rich organisation
- Advanced corporate editing and writing skills with demonstrated experience in refining and developing content for a variety of audiences and applications
- Experience in development of corporate publications
- Experience in SharePoint and/or other intranet hosting software
- Experience in writing content for the web including both external websites and internal intranets

### Skills

- Excellent editing and corporate writing skills for all audiences including publications, online content and other collateral
- Excellent interpersonal and communication skills with the ability to present ideas and negotiate activities with colleagues
- Ability to think strategically and to achieve results through a planned approach
- Ability to be creative in order to deliver appropriate advice across a broad range of communications and engagement requirements
- A demonstrated ability to work in a cohesive team environment where ideas are shared, and team members are supported to ensure the team meets its goals
- Effective time and task management skills
- Self-motivated and able to work effectively with limited supervision
- Advanced skills in Microsoft office suite, in particular Word, Excel and PowerPoint
- Ability to build trust and demonstrate integrity by being honest, direct and sincere
- Ability to be accountable, proactive and innovative
- Show care by listening carefully, and seeking feedback

- Demonstrate fairness by treating people with dignity and taking a balanced view of circumstances
- Ability to adapt in a changing environment
- Ability to identify and resolve issues as they arise
- Problem solving skills.

### Interpersonal and other features

#### **Internal Relationships**

- All VicTrack employees.

#### **External Relationships**

- Transport partner internal communications (i.e. DoT, transport operators)