

Position description

Internal Communications Specialist

Position title	Internal Communications Specialist
Position number	200188
Classification level	D
Position type	Permanent
Group	Government, Stakeholder Relations & Communications
Division	Communications & Change
Reports to	Manager, Communications
Usual place of work	1010 La Trobe Street, Docklands
Date	July 2026
Conditions	Full-time (flexibility will be considered)

Our organisation

VicTrack owns Victoria's rail transport land, assets and infrastructure. As a commercially focused government agency delivering for Victoria, we work to protect and grow the value of the portfolio, to support a thriving transport system and make travel and living better for all Victorians. With much of our asset portfolio dedicated to rail transport – our land, infrastructure, buildings and telecommunication networks – our focus is on strategic asset management and supporting the delivery of better transport solutions.

Whether we're planning and managing the use of transport land, upgrading the telecommunication network or partnering on major infrastructure projects, our job is to ensure the state's assets continue to serve Victoria now and well into the future.

Our business is made up of specialist groups including Innovation, Asset Management & Technology, Property and Telecommunications. These are supported by groups that provide strategic, financial and operational services to the organisation.

About the group

This position is based in **Government, Stakeholder Relations & Communications**.

This Group enhances and protects VicTrack's reputation by leading communications, government relations and stakeholder engagement. It ensures clear and aligned information flow across government, media, key partners and employees, while also managing issues and supporting the delivery of government priorities and major transport initiatives.

About this position

Reporting relationships

This role reports to the Manager Communications.

Delegations / Budget

N/A

Purpose of the position

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

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

Working as part of the Communications and Change team, you will ensure internal communications are streamlined for enterprise-wide initiatives, as well as implement communications plans for discrete internal projects.

You will proactively build and manage relationships with internal stakeholders to understand and support their communication needs and demonstrate the value of integrated internal communications.

You will also be expected to contribute towards content development for external channels, including social media and the website.

Key accountabilities/functions

1. **Strategic support and execution:** Support the development and implementation of the Internal Communications Strategy to ensure an engaged and informed workforce.
2. **Content and channel accountability:** Manage and schedule timely and quality internal content across all channels including the intranet, executive and senior leadership emails, weekly employee newsletters, screensavers and posters.
3. **Communication advisory:** Engage with key stakeholders to drive the development of appropriate content, ensuring VicTrack's internal communication channels include relevant and audience-appropriate content that drives employee engagement.
4. **Event logistics and support:** Support the facilitation and set-up of enterprise events, including all staff forum and other key employee events.
5. **Enterprise communication:** Collaborate with the Manager Communications and Change Manager to ensure the appropriate delivery of enterprise-wide initiatives, providing recommendations on the effective and integrated use of internal communication channels.
6. **Stakeholder engagement:** Establish and maintain strong working relationships with the Executive and Senior Leadership Teams, People & Culture and other key internal stakeholders to deliver strategic communications advice.
7. **Communications planning:** Lead and support the development of internal communications plans for discrete, internal projects.

8. **External content and copywriting support:** When required, support the development of content and/or copywriting for external communications including social media and the website.
9. **Continuous improvement:** Identify and recommend continuous improvement communication approaches and initiatives using metrics and best practice methodology.
10. **Other duties as required:** In line with Section 31A of the *Public Administration Act 2004* (Vic) other duties may be assigned consistent with employment classification, skills, and capabilities.

Key selection criteria

1. **Strategic advisory:** Demonstrated ability to develop and deliver strategic, targeted and enterprise-level communications that align to business priorities and drive employee engagement.
2. **Communication and problem solving:** Highly developed communication skills, including the ability to translate technical information into plain, audience appropriate English, alongside demonstrated capability analysing issues and presenting practical solutions.
3. **Stakeholder engagement and influencing:** Excellent interpersonal and influencing skills, particularly with executive and senior leadership roles. Demonstrated ability building strong relationships, presenting ideas effectively and negotiating outcomes with diverse stakeholders.
4. **Personal effectiveness and collaboration:** Self-motivated and adaptable, with strong time management skills and the ability to work confidently under pressure. Demonstrated capability working both autonomously and collaboratively to support team and business outcomes.

Customer focus

VicTrack staff practise customer focus by recognising the importance of valuing customers (internal and external) and ensuring that all activities are oriented towards meeting customer needs. We listen to customers about their expectations and focus on delivering solutions that address their needs. Customer focus also includes proactively seeking and acting on feedback to enhance the customer experience.

Safety and environmental responsibilities

Ensure safety and environmental instructions are adhered to and report any inappropriate practices and incidents. Comply with the *Occupational Health and Safety Act*, as it applies to self, tenants and customers, and environmental legislation in regard to preserving the environment.

Rail safety

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

- 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 unsafe conditions and/or incidents
- report any railway safety problems/hazards to your line manager and the Health & Safety team
- safely access the rail corridor.

Individual attributes

Qualifications and experience

- Tertiary qualifications in Communications, Marketing, Journalism, Public Relations, or a related discipline, or proven experience in a similar role (mandatory).

Interpersonal and other features

Internal relationships

- All VicTrack employees

External relationships

- Transport partners internal communications teams (eg. DTP, transport operators)

Ordinary hours of work

Ordinary hours of work are Monday to Friday between 6:00am and 6:00pm.

Why work for VicTrack?

Our mission

To protect and grow our rail transport assets and drive reinvestment to service Victorians now and into the future.

Our vision

Working at VicTrack provides people with the opportunity to contribute to creating thriving places and connected communities for all Victorians. Some of the benefits that we provide our people are listed on our website and can be accessed via: [Careers at VicTrack](#)

As a part of the transport portfolio, we share a common vision as defined in the *Transport Integration Act 2010*: “To meet the aspirations of Victorians for an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state”.

In realising this vision, we are working towards a transport system that promotes:

1. social and economic inclusion
2. economic prosperity
3. environmental sustainability
4. integration of transport and land use
5. efficiency, coordination and reliability
6. safety, health and wellbeing.