

Job Description: Director, Media and Communications

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	Director, Media and Communications
Business Unit & Location	Media and Communications, Eastern Seaboard
Reports to	Group Executive, Policy and Advocacy
Direct reports	Digital Communications Coordinator Diversity and Programs Manager

Position Purpose	To build the Property Council's brand, public profile and corporate communications as a top tier national advocate.
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Relationships	
Key Internal Relationships	Chief Executive Executive team, including Division Executive Directors National advocacy team, including our specialist Capital Markets, Residential and Retirement divisions Commercial management group
Key External Relationships	Property Council members (particularly our Corporate Leader Public Affairs Roundtable members) National and metropolitan media, and especially property industry media Media advisers to Federal ministers, shadow ministers and key agencies Allied advocacy and industry groups Federal Press Gallery, Canberra

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Team leadership	Lead the communications team to deliver team objectives. Manage the team including establishing priorities, assigning responsibilities, hiring, remuneration, setting objectives and development plans, conducting performance reviews. Develop the Communications budget effectively and within approved guidelines	High staff engagement. Low staff turnover. HR issues managed appropriately. Budget is met.

	– including annual budget-setting and regular monitoring.	
Communications strategy	<p>Create and implement a strategic communications plan to support our advocacy and reputational objectives.</p> <p>Oversee our brand architecture and messaging.</p>	Clear strategic plan signed off and in place.
Strong media profile	<p>Positioning the Property Council as a leader in relevant issues and debates.</p> <p>Act as the key adviser to the Chief Executive on communications matters.</p> <p>Produce media releases, media comments, opinion pieces and other collateral.</p> <p>Plan and coordinate the release of Property Council research and reports, including ANZ/Property Council industry survey and Office Market Reports.</p> <p>Initiate and coordinate ‘whole of organisation’ media projects and campaigns.</p> <p>Respond to media requests and opportunities.</p> <p>Develop and maintain strong professional and influential relationships with relevant media.</p> <p>Be an internal source of advice and best practice for our state and territory staff.</p> <p>Monitor the media environment.</p> <p>Report on our media performance.</p>	<p>Brand position of the Property Council.</p> <p>Quality of media coverage and Property Council share of voice on key issues and advocacy priorities.</p> <p>Public profile and recognition of Chief Executive.</p> <p>Timeliness of response.</p> <p>Proactive media engagement results.</p> <p>Quality of internal coordination and support.</p>
Campaigns	<p>Help develop communication campaigns in support of our advocacy and industry image objectives.</p> <p>Lead key elements of the implementation of these campaigns.</p> <p>Engage closely with member organisations in campaign delivery.</p> <p>Manage campaign consultants (including budgets).</p>	<p>Greater public and stakeholder recognition of the important community and economic contribution of the industry.</p> <p>Mobilisation of the industry around key messages.</p>
Property Australia and corporate communications	<p>Oversee the production, editorial and distribution of <i>Property Australia</i> in collaboration with key consultants (weekly member newsletter, external writing consultant and fortnightly <i>Corporate Leader Brief</i>).</p>	<p>High quality content.</p> <p>Open and click through rates.</p> <p>Publications delivered to schedule.</p> <p>Advertising revenue.</p>
Digital and social media	<p>Oversee the content management of our website.</p> <p>Work with IT to further enhance our online communications platforms.</p>	<p>Integration of Property Council's public messages into our digital and social media platforms.</p> <p>Message quality.</p> <p>Speed of message delivery.</p>

	Manage and continue to develop Property Council's social media platforms and strategic approach.	Engagement growth rates.
Internal communications	Support internal communications initiatives to strengthen our one company culture. Champion and monitor unified brand adoption across the Property Council.	Informed staff. Consistent brand treatment.
People and Culture	Proactively champion and role model a one-company culture and our company values. Promote a high performance and accountability culture.	Consistent demonstration of an energised, collaborative and ownership mindset.

Requirements including essential criteria

Experience and skills	<p>Senior corporate communications or corporate affairs experience gained in the public or private sector – either in-house or with an agency.</p> <p>Experience in delivering public relations / corporate affairs campaigns and proactive media management.</p> <p>Previous team management experience.</p> <p>Excellent understanding of the media (including digital and social media) and the political process.</p> <p>Superior verbal and written communication skills with ability to distil complex issues into easy-to-understand language.</p> <p>Demonstrated ability to influence and engage others.</p> <p>Demonstrated ability to work effectively under pressure and in a nimble environment, manage competing priorities and meet deadlines.</p> <p>Ability and commitment to work effectively across teams and to make a positive contribution to the culture of the organisation.</p> <p>Demonstrated ability to proactively develop and maintain networks and the gravitas to credibly interface with industry and political leaders, media and external stakeholder groups.</p> <p>Good problem solver and ability to make sound decisions in a changing environment.</p> <p>Demonstrated commercial acumen and the ability to manage financial budgets.</p>
Education	Degree qualified in communications, journalism, PR or similar significant vocational experience.
Essential requirements	<p>Irregular hours due to attendance at member events and stakeholder engagement in tune with the political and media cycles outside of normal working hours.</p> <p>Interstate travel required at times.</p>