

Position description

Title:	Communications Executive
Branch/Department:	Marketing
Status:	Full Time – 75 hours a fortnight
Location:	Belgrave
Reports to:	Marketing Manager
Direct Reports:	Nil
Hours/Days of Work:	Any five out of the seven days
Requirements	Current Victorian Working with Children Check (WWCC) Resolved National Criminal History Check Completed a National Transport Commission Category 3 Health Assessment Medical

Job Purpose

Effectively and consistently communicate Puffing Billy Railway's messages in appropriate ways to stakeholders. Identify and optimise opportunities to positively promote Puffing Billy's activities, purpose and identity.

Key Duties & Responsibilities

Manage and Maintain

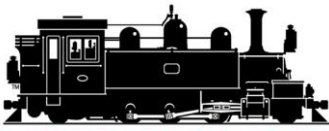
- Develop and undertake Marketing communications through the preparation and ongoing development of Communications and PR Plans.
- Implement the above plans across the organisation and various stakeholders.
- Manage and drive external Media and PR agency.
- Reactive and proactive media relations.
- Optimise opportunities to develop media coverage and ongoing media relations.
- Coordinate Puffing Billy Railway Communications across different media channels and platforms.

Support and Develop

- Become a key member of the Marketing and Leadership team and work in close liaison and cooperation with department managers.
- Coordinate the correct usage of Puffing Billy Railway brand.
- Manage the development of all communications across Puffing Billy Railway.
- Manage the development and coordination of Communications databases.
- Propose methods for improving productivity, efficiency, effectiveness.

Stakeholder Engagement

- Develop and drive Puffing Billy Railway's Community and Stakeholder Engagement Strategy and work collaboratively across the organisation to deliver positive stakeholder outcomes.
- Support the leadership team in the development of meaningful partnerships and connections across community and other relevant stakeholders.
- Provide advice to internal and external stakeholders regarding community relations and projects.
- Utilise and enhance communications systems, platforms and networks to improve Puffing Billy Railway's capacity to engage with community and relevant stakeholders.



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- Assist in the development and execution of internal communications strategies for major projects and key activities.

Learning and Development

- Be familiar and undertake staff development review process.
- Assist with identification of own staff training and development needs.
- Assist and where necessary deputise for others.
- Maintain understanding of current and developed policies and procedures and ensure compliance of policies and procedures.

Health, Safety and Wellbeing

- Comply with and follow OHS work practices.
- Actively participate in safety and wellbeing activities.
- Ensuring the safety of all employees, volunteers, visitors and contractors.

Key Competencies

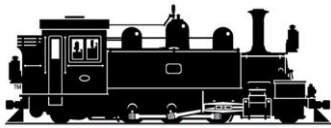
- Demonstrated ability to meet deadlines and have excellent organisational and time management skills.
- Proven ability to work in a team environment and assist in other areas of the department as required.
- Strong interpersonal skills including relationship building and business partnering.
- Superior verbal and written communication skills.
- Ability to work cooperatively and respectfully with others from various backgrounds and cultures.
- Flexible and adaptable with ability to problem solve and multi-task.
- Ability to work un-supervised and under pressure.
- Ability to work as a team & to lead by example.
- Strong organisational skills, with ability to prioritise and follow-through.
- High standard computer skills including Microsoft suite.
- Focus on service excellence, exceeding internal and external customer expectations.
- Strong numeracy and literacy skills to manage basic accounting administration tasks.

Qualifications & Experience Required

- Tertiary qualifications in Journalism, Public Relations or Marketing.
- Minimum 3-5 years' experience, preferably in tourism communications, media and PR.
- Previous experience with media.
- Previous experience in crisis management.
- Experience in stakeholder and community engagement.
- An understanding of Puffing Billy's history and current business desirable.

Key Relationships

- Receives guidance from CEO and provides guidance to department managers
- PBR staff, volunteers and visitors
- External stakeholders including elected officers and senior management in public and private organisations



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Health & Safety

Employees have a responsibility to:

- Participate in the development of a safe and healthy workplace.
- Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Co-operate with management in its fulfilment of its legislative obligations.
- Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- To report any injury, hazard or illness immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not wilfully or recklessly interfere with safety equipment.

The following health and safety factors are relevant to this position

Frequent (occurs 1/3-2/3 of time)	Constant (occurs 2/3+ of time)
<ul style="list-style-type: none"> • Manual handling task (0 – 9kg)- • Gripping, holding, clasping with fingers/hands 	<ul style="list-style-type: none"> • Hand/arm movement i.e. stacking, reaching, typing and sorting • Walking on uneven surfaces • Sitting at workstation • Responsibility for the safety of others

Additional Notes

- Some weekends and public holiday work will be required on rostered basis.
- As Puffing Billy Railway’s peak time is during the Victorian school holiday period, taking leave during school holidays is limited.
- Puffing Billy Railway is a child-safe organisation. All employees and volunteers are required to undergo a National Police Check, a Working with Children Check and sign our Child Safe Policy and Child Safe Code of Conduct.
- PBR is a zero drug and alcohol workplace – workplace participants maybe subject to unannounced drug and alcohol testing.

Acknowledgment

I declare that I have read and fully understand the content of this Position Description.

Employee Name: _____

Employee Signature: _____

Date: _____

Approved By:	N Giurgiu	Date:	July 2019
Last Updated By:	N Giurgiu	Date:	July 2019



Puffing Billy Railway’s staff and volunteers are committed to providing positive experiences for children in an environment that is caring, nurturing and safe.

Our Children, Our Focus, Our Future, Speak Up!