



Role Description

Position Specification

Position Title:	Corporate Communications Manager
Function:	Marketing & Operations
Reports to:	General Manager – Marketing and Corporate Affairs
Financial Authority	N/A
Sales Target	N/A
Effective Date:	18-Apr-24

Position Purpose

The Corporate Communications Manager plays a vital role in the delivery of strategies and initiatives to grow the Mitsubishi corporate brand/perception across Media, Industry, Dealers, Staff and the Community.

This prioritises MMAL's internal communications programs and dealer communications programs as well as supporting other relevant programs such as CSR where required.

Key Stakeholder Relationships

Internal

Corporate Communications, Product PR, Senior Management, State Managers, General Managers and their teams

External

Dealer network, Community Partners, Media, suppliers, other automotive brands

Professional Behaviours

KEY RESPONSIBILITIES	KEY BEHAVIOURS
Be committed to ensuring a safe workplace for yourself, your colleagues and our customers	<ul style="list-style-type: none"> Comply with all MMAL safety policies and procedures Diligently report all hazards and incidents Continuous improvement to work towards a zero-harm workplace
Support the health and wellbeing of all workers	<ul style="list-style-type: none"> Ensure the health of workers is valued Provide opportunities and encourage workers to participate in wellness programs and activities
Demonstrate professional workplace behaviours in accordance with legislation and policies, including demonstrating MMC Way and MMAL's values of Embrace Innovation, Invite Collaboration, Be Accountable, Respect Always, Grow	<ul style="list-style-type: none"> Comply with all legislation, company policies, procedures and reasonable direction Set an example for all other workers to follow in relation to appropriate behaviour in the workplace in accordance with our Codes of Conduct

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Resilience and Be Engaged to enable great experiences	
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Position Responsibilities
Refer to the MMAL Strategic Pillars to identify the impact of responsibilities
RELIABLE – You can always depend on us. Whether it’s our vehicles, 10/10 Diamond Advantage, employees or dealers we can be relied upon.
KNOWLEDGEABLE – Find the solutions you need. Knowledge of our vehicles is in our DNA, but understanding our customers drives us.
CAPABLE – No challenge is too big. Underpinned by our skilled people and quality service, our vehicles are capable of tackling any adventure
SUSTAINABLE - We’re in it for the long-term. Adventurers are connected to the environment. We are navigating towards a more sustainable future for us all.

What are the key responsibilities of the role and how will they be achieved?	Which Strategic Pillar(s) do these actions support and how is this measured?
<p>Corporate Communications</p> <ul style="list-style-type: none"> Develop and deliver communications strategies both internal and external that align to the business objectives Develop programs for internal communications, in collaboration with People & Culture and senior leadership Oversee internal communication channels and messaging to ensure our people are informed about company news, initiatives and developments. Develop strategies to enhance employee engagement and foster a strong company culture Champion the organisation's ability to communicate authentically and consistently in line with MMAL's Purpose, Vision, Mission and Values Manage the development of engaging content for internal communication channels, such as newsletters, website, intranet, and email updates Develop and deliver an annual calendar for the delivery of Corporate Communication programs including communication streams and events i.e. Townhalls, End of Year events Work with Social Media Specialist, Corporate Communications and Product PR to develop and execute Social Media plans for Corporate platforms (LinkedIn) 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> Capable <p>Measurement</p> <ul style="list-style-type: none"> Activity is effectively planned, executed (on budget), communicated and reported to key leaders Develop periodic surveys/questionnaires to track and report on the effectiveness of Internal Communications Programs.
<p>Public Relations</p> <ul style="list-style-type: none"> Develop a strategy to engage media and industry bodies and associations to support to build the profile MMAL Manage public relations efforts, including industry group relations, stakeholder engagement, community relations and crisis communications and planning and execution to maintain a positive reputation and identify opportunities for the company 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> Reliable, Knowledgeable, Capable <p>Measurement</p> <ul style="list-style-type: none"> Activity is effectively planned, executed (on budget), communicated and reported to key leaders

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What are the key responsibilities of the role and how will they be achieved?	Which Strategic Pillar(s) do these actions support and how is this measured?
<ul style="list-style-type: none"> ▪ Lead the engagement with key media and associations to seek opportunities to build the profile of MMAL and executive team ▪ Develop key message and scripting on behalf of management and the Executive team. Support in crisis management with scripting and engagement with key media outlets ▪ Cultivate and maintain relationships with key media contacts to proactively manage media enquiries and secure media coverage that positively impacts the company's image ▪ Develop social content (LinkedIN) to build MMAL profile with event ▪ Monitor industry-related activity and competitor initiatives that are related to MMAL ▪ Support in crisis management with scripting and engagement with key media outlets ▪ Lead the engagement with key media and associations to seek opportunities to build the profile of MMAL and executive team ▪ Monitoring of indutry relavant event and report on any events relevant to MMAL 	
<p>Dealer Communication</p> <ul style="list-style-type: none"> ▪ Manage communications with the dealer network through the review and dissemination of Dealer Bulletins that are in line with company policy, ensuring messaging is consistent with company objectives and values ▪ Develop, maintain and execute an annual calendar of communication programs and events with dealers which aligns with our Corporate objectives and compliments internal communications 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Knowledgeable, Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Activity is effectively planned, executed (on budget), communicated and reported to key leaders
<p>Corporate Social Responsibility</p> <ul style="list-style-type: none"> ▪ Manage key relationships with CSR partners to deliver positive outcomes for MMAL, the community and our partners ▪ Plan and execute activites, which enable MMAL and staff to be active volunteers within their communities ▪ Work with staff to leverage their invovlement in community/partner initiatives ▪ Develop content and communications in partnership with CSR Partners to share internally and externally ▪ Identify opportunities to collaborate with dealership network on CSR activities/initiatives ▪ Track and report on CSR initiatives and partner organisations 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Knowledgeable, Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Activity is effectively planned, executed (on budget), communicated and reported
<p>Administration</p> <ul style="list-style-type: none"> ▪ Manage functional email inboxe's for Dealer Bulletins, Corporate Communications and Media Relations 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Knowledgeable, Capable

What are the key responsibilities of the role and how will they be achieved?	Which Strategic Pillar(s) do these actions support and how is this measured?
<ul style="list-style-type: none"> Manage and have oversight of MMAL Corporate Communications fleet, providing support to Marketing Coordinator to successfully administrate the fleet Maintaining budget forecasts and records of expenditure 	Measurement <ul style="list-style-type: none"> N/A
Reporting <ul style="list-style-type: none"> Coordinate and circulate Corporate Communications reporting, including reports on effectiveness of Internal Communications initiatives and deployment of CSR Fleets/Programs 	Strategic Pillar(s) <ul style="list-style-type: none"> Knowledgeable, Capable Measurement <ul style="list-style-type: none"> N/A

Person Specification

Core Technical Knowledge and Experience

- Demonstrated experience in a corporate communications role or similar
- Experience delivering effective communications and the ability to lead and execute strategic programs and activities
- Excellent written and verbal communication skills, with the ability to draft compelling messages for diverse audiences and channels
- Strong interpersonal skills, and the ability to build relationships and collaborate effectively at all levels of the organisation
- The ability to work independently, prioritise tasks and manage multiple projects simultaneously in a fast-paced environment

Formal Qualifications

- A bachelor's degree in communications, public relations, journalism or related field will be highly regarded

Core Skills

SKILL	SKILL LEVEL REQUIRED			
	BASIC	SKILLED	ADVANCED	EXPERT
LEADERSHIP & INNOVATION				
Leadership	1	2	3	4
Strategic Thinking	1	2	3	4
Innovation	1	2	3	4
MANAGING & ORGANISING				
Problem Solving	1	2	3	4
Developing Others	1	2	3	4
Results Focussed	1	2	3	4

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Time Management	1	2	3	4
Business Writing Skills	1	2	3	4
Project Management	1	2	3	4
Presentation Skills	1	2	3	4
Negotiation Skills	1	2	3	4
Conducting Meetings	1	2	3	4
Initiating Action	1	2	3	4
Planning - Operational	1	2	3	4
Planning - Strategic	1	2	3	4
INTERPERSONAL EFFECTIVENESS				
Flexibility	1	2	3	4
Interpersonal Understanding	1	2	3	4
Teamwork/Co-operation	1	2	3	4
Influencing	1	2	3	4
Communication	1	2	3	4
Self-Awareness	1	2	3	4

Employee name:	
Employee signature:	
Date:	