



Role Description

Position Specification

Position Title:	Government and Industry Relations Manager
Function:	Marketing and Corporate Affairs
Reports to:	General Manager – Marketing and Corporate Affairs
Financial Authority:	\$0 - \$9,999
Sales Targets:	N/A
Direct Reports:	N/A
Indirect Reports:	N/A
Effective Date:	19 April 2024

Position Purpose

The Government and Industry Relations Manager is responsible for the development, implementation and management, of MMAL's government and industry communication programs, influencing policy makers within Government, liaising with industry bodies and management of MMALs in the event of crisis and escalation. Specifically, the role is responsible for strategically enhancing the market opportunity and reputation of MMAL, building the company's profile and influence through messaging to State, Federal and Local Government, to Lobby groups and Industry bodies. The role is also responsible for the management of crisis and escalation events across the business to ensure that the events have minimal impact to MMAL, the role will specifically handle the communication to government and industry bodies if applicable.

Key Stakeholder Relationships

Internal

CEO, Senior Management, State Managers, Heads of Function (HoFs) and their teams (in particular but not limited to Marketing Communications, Product Strategy, Sales Planning, Supply Chain, Customer Experience, Aftersales), Mitsubishi Motors Corporation (MMC)

External

State, Federal and Local Government, Dealer network, Media, suppliers, Lobby Groups, Federal Chamber of Automotive Industries (FCAI), Motor Associations, EV Associations other 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

<p>Demonstrate professional workplace behaviours in accordance with legislation and policies, including demonstrating both MMC Way and MMAL's values of Embrace Innovation, Invite Collaboration, Be Accountable, Respect Always, Grow Resilience and Be Engaged to enable great experiences.</p>	<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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<p>Position Responsibilities</p>
<p>Refer to the MMAL Strategic Pillars to identify the impact of responsibilities</p>
<p>RELIABLE – You can always depend on us. Whether it's our vehicles, 10/10 Diamond Advantage, employees or dealers we can be relied upon.</p>
<p>KNOWLEDGEABLE – Find the solutions you need. Knowledge of our vehicles is in our DNA, but understanding our customers drives us.</p>
<p>CAPABLE – No challenge is too big. Underpinned by our skilled people and quality service, our vehicles are capable of tackling any adventure</p>
<p>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.</p>

<p>What are the key responsibilities of the role and how will they be achieved?</p>	<p>Which Strategic Pillar(s) do these actions support and how is this measured?</p>
<p>Functional Planning & Financial Management</p> <ul style="list-style-type: none"> ▪ Develop, implement and monitor the annual Functional Plan to ensure the achievement of MMAL's Business & Strategic goals ▪ Establish performance objectives and key performance indicators (KPIs) ▪ Prepare budgets, forecasts and other management plans ▪ Undertake all G&A budget planning and expense management in a timely manner 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Knowledgeable, Capable, Sustainable <p>Measurement</p> <ul style="list-style-type: none"> ▪ On time delivery/completion of Functional Plan activities
<p>Management skills</p> <ul style="list-style-type: none"> ▪ Engagement, communication and collaboration <ul style="list-style-type: none"> ○ Understand MMAL's business and functional goals and strategies ○ Ensure MMC Way and MMAL's core values are consistently reflected, especially in relation to responsiveness, diligence and accountability, proactivity in reporting & follow-up, transparency and constructiveness in communications with all stakeholders, mutual trust and respect in relations with co-workers ▪ Development Planning <ul style="list-style-type: none"> ○ Maintain the necessary skills and knowledge to achieve the position's objectives ○ Identify and act on obstacles and opportunities that impact on the achievement of the role's objectives and KPIs ▪ Continuous Improvement <ul style="list-style-type: none"> ○ Develop plans, responses and process improvements to address obstacles and opportunities that impact on value delivery, revenue or cost 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Behaviours are role modelled in accordance with MMC Way and MMAL values ▪ Guidance, clarity and commitment is provided to support functional group's Functional Plans ▪ Engage in team meetings ▪ Review progress, provide ongoing feedback and discuss development plans ▪ Self-directed learning is actively promoted and supported

<p>Corporate Communications</p> <ul style="list-style-type: none"> ▪ Strategically enhance the market opportunity and reputation of MMAL, building the company's profile and influence, influencing policy makers within Government, through media and other stakeholders. ▪ Lead the research, development, implementation and management of MMAL's government communication policy, through unified and consistent messaging to State, Federal and Local Government, MMAL and MMC management and employees, Dealers, Lobby groups and Industry bodies, ▪ Provide leadership counsel and support as required ▪ Manage the development, production and communication of relevant materials which accurately reflect the position of the company and its public profile on all issues, including messaging, media releases, press kits, reports, presentations, events and speeches ▪ Represent MMAL as company spokesperson on key Government and Industry related issues ▪ This role is also responsible for responding to critical corporate issues and crises in a timely manner. 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Consistency in Corporate Communications messaging to ensure alignment between internal and external and key stakeholders
<p>Government and Industry Relations</p> <ul style="list-style-type: none"> ▪ Enhance MMAL business and policies with external communications programs, communication materials and messaging, including: <ul style="list-style-type: none"> ○ Provide speech writing, media release, messaging and other support to senior MMAL representatives upon request ○ Attend relevant industry body meetings FCAI, Motor Association, EV association meetings and forums, as required ○ Prepare briefing documents and information to inform and influence external stakeholders ○ Lobby government and industry bodies to maximise MMC/MMAL market opportunity 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Achieve the goals set in the functional plan ▪ Report on achievements to Management Committee
<p>Internal Communications & Reporting</p> <ul style="list-style-type: none"> ▪ Update MMAL management on key Government and Industry relations business issues, including: ▪ Prepare speeches and other communications material for MMAL executive team and employees, as required ▪ Prepare monthly management reports and employee communications ▪ Prepare monthly report of crisis risks 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ MMAL's messaging/position accurately conveyed in a timely manner ▪ Measurement and reporting
<p>Crisis and Escalations Management</p> <ul style="list-style-type: none"> ▪ Lead the crisis and escalation management plan and minimise commercial and reputational impact to MMAL ▪ In an event of a disruption, conduct an Incident Assessment ▪ Oversee response activities, coordinate the response team ▪ Mobilise resources across the departments and work collaboratively ▪ Prepare regular communications to management MMAL and MMC and internally on the management of the crisis ▪ Coordinate with both MMAL and MMC management to get approval for the response to crisis ▪ Debriefing and documentation of the incident 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measure</p> <ul style="list-style-type: none"> • Measure Crisis events & recovery • Business Impact

Person Specification

Core Technical Knowledge and Experience

- At least 10 years' experience in media management, corporate/brand communications and product public relations and marketing
- Extensive knowledge and experience of the automotive industry
- Superior knowledge of government structure, operational mechanisms and processes
- A forward thinker
- The ability to communicate at all levels
- Demonstrated capacity to build exceptional relationships
- Effectively manage a mix of relationships
- Exceptional commercial, business and copywriting skills
- Crisis management knowledge and experience
- Highly developed presentation and engagement skills
- Highly developed strategic management and planning skills
- Highly developed leadership and people management
- Successful track record of project management

Formal Qualifications

- Tertiary qualification (degree or higher) in relevant discipline/s (which include Public Relations, Journalism, Communication or like)

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
Drive Change	1	2	3	4
Manage Performance	1	2	3	4
MANAGING & ORGANISING				
Problem Solving	1	2	3	4
Developing Others	1	2	3	4
Results Focussed	1	2	3	4
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:	