

Position Description

POSITION	Communication Manager		
REPORTS TO	Executive Manager – Government & Corporate Communication	DIRECT REPORTS	NIL
KEY STAKEHOLDERS	Internal: <ul style="list-style-type: none"> Executive Manager – Government & Corporate Communication CEO Executive and Senior Leadership Teams Government & Corporate Communication Team Corporate (Base Camp) Teams Regional Managers Park Managers 	External: <ul style="list-style-type: none"> Government agencies including NSW Crown Land Tourism industry bodies Community 	
PURPOSE	<p>The Communication Manager plays a critical role in enabling Reflections Holidays to deliver strong operational performance, engaged employees and trusted stakeholder relationships through clear, consistent and purposeful communication.</p> <p>Reporting to the Executive Manager Government & Corporate Communication, this role leads internal, change and leadership communication that supports frontline operations, strengthens employee engagement and embeds organisational priorities across a geographically dispersed workforce. As a member of the Senior Leadership Team, the Communication Manager partners with the Executive and senior leaders to shape communication that builds alignment, trust and momentum across the organisation.</p> <p>The role is also responsible for strategic external communication and engagement with government, the tourism industry and local communities, ensuring internal and external messages are aligned and that Reflections' social, environmental and cultural outcomes are clearly understood by key stakeholders.</p>		
BUSINESS DRIVERS	<p>The key inputs and activities of the Communication Manager that drive results at Reflections Holidays:</p> <ol style="list-style-type: none"> Consultant - Provides expert advice to internal/external clients or business partners based on specialised knowledge and experience; analyses client's or partner's needs and makes recommendations. Cross-Functional Liaison - Builds and leverages relationships with individuals from other work groups to accomplish shared goals. Analyst - Draws conclusions and makes recommendations based on qualitative or quantitative data. 		

4. **Transformation Advocate** - Encourages the implementation of different and better approaches to ways of working.

KEY RESPONSIBILITIES

Key Responsibility Area 1: Internal Communication & Engagement

- Lead the design, delivery and continuous improvement of an organisation-wide Employee Communication Program aligned to strategic priorities and operational requirements.
- Lead communication and engagement activities supporting enterprise change initiatives, including the transition to BCorp, ensuring employees understand, adopt and commit to required changes.
- Oversee the development and delivery of high-quality internal communication content, including written, visual and video content, ensuring consistency, relevance and impact.
- Partner with the Aboriginal Engagement Officer to lead communication and engagement that supports delivery of the Reconciliation Action Plan and strengthens cultural understanding across the organisation.

Key Responsibility Area 2: Stakeholder Engagement

- Design and deliver strategic stakeholder communication and engagement approaches that build and maintain trusted relationships with government, tourism industry and other key stakeholders.
- Provide strategic advice to internal teams on stakeholder engagement for complex or sensitive initiatives, including capital works projects, ensuring risks, impacts and expectations are effectively managed.

Key Responsibility Area 3: Community Engagement

- Lead the development and delivery of proactive community engagement plans that build understanding of local sentiment, strengthen relationships and support Reflections' licence to operate.
- Monitor community issues and emerging sentiment, providing advice on managing reputational risks and stakeholder expectations.
- Support and advise Regional Managers and Park Managers on responding to community feedback and issues in alignment with agreed engagement approaches.

Key Responsibility Area 4: Channel Management

- Own the strategy, governance and performance of internal communication channels to ensure they meet employee needs and support organisational priorities.
- Use data, analytics and insights to evaluate effectiveness and continuously improve communication channels and content.
- Oversee the management of the SharePoint intranet, including content standards, publishing governance and performance reporting.
- Ensure corporate communication content across digital channels remains current, accurate and aligned with organisational messaging.

	Key Responsibility Area 5: Project coordination <ul style="list-style-type: none"> Lead the briefing, prioritisation and oversight of communication projects, ensuring delivery to a high standard, on time and aligned with strategic objectives. Support the planning and delivery of media and stakeholder events, working closely with internal and external partners.
SELECTION CRITERIA	Essential: <ul style="list-style-type: none"> Minimum 5-7 years' experience in a communication manager role. Experience operating as a senior advisor engaging and collaborating with CEO and Executive teams Proven capability to design and deliver communication plans that strategically align with the organisation's objectives. Relationship building – an ability to build and maintain strong relationships with stakeholders (including the tourism industry, community members, government representatives and staff). Strong organisation skills with the ability to plan and prioritise workload independently, while remaining agile to respond to emerging opportunities. Experience working with systems such as Microsoft 365, SharePoint, MS Teams, Viva Engage, Canva, Chat GPT. Desirable: <ul style="list-style-type: none"> Experience working in the tourism or travel sector. Experience filming and editing video content
COMPETENCIES	Business Skills <ul style="list-style-type: none"> Decision Making - Identifying and understanding problems and opportunities by gathering, analysing, and interpreting quantitative and qualitative information; taking action that is consistent with available facts and constraints and optimises probable consequences. Monitoring Information - Setting up ongoing procedures to collect and review information needed to manage an organisation or ongoing activities within it. Planning and Organising – Establishing an action plan for self and others to complete work efficiently and on time by setting priorities, establishing timelines, and leveraging resources. Interpersonal Effectiveness <ul style="list-style-type: none"> Building Networks - Taking action to establish and maintain connections with peers and cross-functional partners across the organisation (eg. Park managers, operations teams) and outside the organisation (industry partners, agencies) who are willing and able to provide information, ideas, expertise, and/or influence needed to achieve work goals. Building Customer Loyalty - Meeting and exceeding internal or external customer expectations while cultivating relationships that secure commitment and trust.

	<ul style="list-style-type: none"> ▪ Collaborating - Working cooperatively with others to help a team or work group achieve its goals. ▪ Influencing - Using effective involvement and persuasion strategies to gain acceptance of ideas and commitment to actions that support specific work outcomes. ▪ Resolving Conflict - Helping others deal effectively with an antagonistic situation to minimise damage to the relationships and/or reputation; using appropriate interpersonal methods to reduce tension or conflict between two or more people and facilitate agreement. <p>Leadership Impact</p> <ul style="list-style-type: none"> ▪ Facilitating Change - Encouraging others to implement better approaches to address problems and opportunities; leading the implementation and acceptance of change within the workplace. <p>Personal Effectiveness</p> <ul style="list-style-type: none"> ▪ Initiating Action – Taking prompt action to accomplish work goals; taking action to achieve results beyond what is required; being proactive. ▪ Energy - Consistently maintaining high levels of activity or productivity; operating with vigor, effectiveness, and determination over extended periods of time. ▪ Quality Orientation - Accomplishing tasks by considering all areas involved, no matter how detailed; showing concern for all aspects of the job; accurately checking processes and tasks. ▪ Work Standards - Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.
REFLECTIONS HOLIDAYS VALUES	<i>How our company Values apply to all employees</i>
GROW TOGETHER	<p>When we work as a team, everyone benefits.</p> <p>We grow when our people, our places and communities are at their best – teamwork helps us all grow and learn.</p>
SAY IT, DO IT	<p>We deliver on our promises – we are all as good as our word. We are solutions focused.</p>
MAKE A DIFFERENCE	<p>In partnership with others, we achieve better outcomes.</p> <p>We believe everyone can make a difference in the lives of people, places, and our planet.</p>

CARE DEEPLY

We are genuine and demonstrate care for our customer, our communities, our people, and our world. We deliver to a high standard.

ACKNOWLEDGEMENT:

I acknowledge that I have read and understood the duties and responsibilities as listed in this position description and have been provided a copy for my reference.

SIGNATURE:**DATE:**