# Position Details

## Communication & Information- CSOF5

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| The following information is for applicants | |
| Advertised Job Title | Brand Engagement Manager – Outreach |
| Job Reference | 86818 |
| Tenure | Term (start date asap until 30 November 2023)  Full time |
| Salary Range | AU$102,724 to AU$111,165 per annum  plus up to 15.4% superannuation |
| Location(s) | Canberra, Sydney and Newcastle preferred. Adelaide, Brisbane and Melbourne may be considered. |
| Relocation Assistance | Not applicable |
| Applications are open to | Australian/New Zealand Citizens and Australian Permanent Residents only |
| Position reports to the | Brand Manager |
| Client Focus – Internal | 80% |
| Client Focus – External | 20% |
| Number of Direct Reports | 0 |
| Enquire about this job | Kirsten Lea, Brand Manager  [kirsten.lea@csiro.au](mailto:kirsten.lea@csiro.au) |
| How to apply | Apply online at <https://jobs.csiro.au/>  Internal applicants please apply via Jobs Central  If you experience difficulties when applying, please email [careers.online@csiro.au](mailto:careers.online@csiro.au) or call 1300 984 220. |

**Acknowledgement of Country**

CSIRO acknowledges the Traditional Owners of the land, sea and waters, of the areas that we live and work on across Australia. We acknowledge their continuing connection to their culture and pay our respects to their Elders past and present. View our [vision towards reconciliation](https://www.csiro.au/en/about/Indigenous-engagement/Reconciliation-Action-Plan).

### Role overview

The Brand Engagement Manager – Outreach supports the delivery of the CSIRO brand strategy by protecting and strengthening CSIRO’s brand through the delivery of exceptional engagement, activation and partnership advice, project management and services.

This role is responsible for internal and external initiatives targeting the Australian community and CSIRO’s 5500 employees. Drawing on broad and developing skills and experiences across brand, marketing, events, activations, brand partnerships and public relations, this role also supports the delivery of CSIRO’s broader Corporate Affairs strategy to build trust and knowledge of CSIRO.

The role is required to provide advice, project management and operational assistance across all areas of brand, including the brand strategy (visual identity, brand architecture and brand governance), community engagement, activations and events; merchandise and online shop; brand partnerships with third parties; and helping internal teams manage research partners that seek to use CSIRO logo/name.

The role requires an experienced communicator who can think laterally to develop creative solutions while also managing deadlines, budgets and multiple stakeholders.

This role reports to the Brand Manager and sits with the Brand and Marketing Team in CSIRO’s Corporate Affairs function.

### Duties and key result areas:

* Support the implementation of CSIRO’s brand and marketing initiatives that align to the Corporate Affairs Strategy to grow CSIRO’s brand and reputation.
* Play a leadership role in the development, execution and evaluation of brand engagement strategies and plans: including identifying and assessing opportunities and risks, liaising/managing suppliers, advising teams across CSIRO and working with external partners.
* Provide brand expertise to our internal business areas across all aspects of the CSIRO brand strategy, assisting the brand team deliver services as required. This can include graphic design and production; assessing and advising on third party use of CSIRO’s name and logo; and events, engagement, activations and sponsorship.
* Project management, including managing people and resources to delivery against a project plan, liaising with suppliers and internal teams, and delivering on the ground activations (for example CSIRO’s Mardi Gras parade participation).
* Evaluate key activities, providing recommendations on investment and resources year on year.
* Take responsibility for resolving complex problems, requiring a high degree of knowledge of specialist activities.
* Recognise the need for change, initiating and implementing effective and innovative solutions.
* Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of CSIRO’s reputation.
* Build and maintain team-focused relationships across all areas of the Corporate Affairs team, sharing knowledge and working together in pursuit of the development and promotion of best practice Communication management.
* Liaise and maintain relationships with stakeholders to determine their needs, tailoring solutions to potentially conflicting requirements, taking personal responsibility for stakeholder satisfaction, and correcting problems promptly and in a constructive manner.
* Adhere to the spirit and practice of CSIRO’s Code of Conduct, Health, Safety and Environment procedures and policy, Diversity initiatives and Making Safety Personal goals.
* Support the Brand Manager, and Executive Manager Brand and Marketing as required.
* Other duties as directed.

## **Selection criteria**

#### Essential

*Under CSIRO policy only those who meet all essential criteria can be appointed.*

1. A relevant tertiary qualification and relevant experience in PR, communications, or marketing.
2. Demonstrated 5+ years' experience encompassing:
   * developing and implementing successful, high profile communication and/or engagement campaigns, targeting a range of stakeholders and audiences.
   * project management of people, budget and activities.
3. The ability to prioritise workloads, having experience with project management, external supplier coordination and delivery of projects on time and on budget
4. Demonstrated experience in supporting, briefing and advising a team of designers on creative solutions.
5. Strong interpersonal and communication skills, both written and verbal with demonstrated ability to communicate complex problems.
6. The ability to remain highly organised and diplomatic when dealing with multiple stakeholders with competing deadlines.
7. The ability to work effectively independently and also as a member of a team, collaborate widely both internally and externally, and provide guidance to senior managers and staff.

## **Required Competencies:**

* **Teamwork and Collaboration:** Cooperates with others to achieve organisational objectives and may share team resources in order to do this. Collaborates with other teams as well as industry colleagues.
* **Influence and Communication:** Uses knowledge of other party's priorities and adapts presentations or discussions to appeal to the interests and level of the audience. Anticipates and prepares for others reactions.
* **Resource Management/Leadership:** Sets up and maintains effective and efficient work teams and manages performance and resources, to achieve objectives. Chooses appropriate management strategies and communication styles to maintain high levels of motivation and productivity. Gives feedback for development purposes and provides support and direction for improvement.
* **Judgement and Problem Solving:** Investigates underlying issues of complex and ill-defined problems and develops appropriate response by adapting/creating and testing alternative solutions.
* **Independence:** Plans, sets and works to meet challenging standards and goals for self and/or others. Recognises where endeavours will make the most impact or difference, decides on desired outcome and sets realistic goals to reach this target.
* **Adaptability:**Copes with ambiguity or situations that lack clarity. Adapts readily to changing circumstances and new responsibilities (which may include activities outside own preferences) in the interests of achieving team objectives. Recognises the need for and undertakes personal development as a result of changes.

Special Requirements

Appointment to this role may be subject to the conditions of baseline security clearance requirements.

## **About CSIRO**

We solve the greatest challenges through innovative science and technology. Visit [CSIRO Online](http://www.csiro.au/) for more information.

CSIRO is a values-based organisation.  In your application and at interview you will need to demonstrate behaviours aligned to our values of:

* People First
* Further Together
* Making it Real
* Trusted