# Position Description

## General Management – CSOF7

The following information is for applicants

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| Advertised Job Title**:** | Executive Manager – Brand and Marketing |
| Job Reference: | 59263 |
| Relocation Assistance**:** | Will be provided to the successful candidate if required. |
| Applications Are Open To: | Australian Citizens or Permanent Residents |
| Salary Band: | CSOF7 - $134,421 - $148,725 |
| Reports to the: | Director Corporate Affairs |
| Tenure: | Indefinite |
| Number of Direct Reports: | 4 |
| Name and Contact Details For Applicant Enquiries: | Chris Olchoway, [christine.olchoway@csiro.au](mailto:christine.olchoway@csiro.au) or 02 9490 8170 |
| Contact Details For Applying: | Call 1300 984 220 or email [careers.online@csiro.au](mailto:careers.online@csiro.au). |
| How to Apply: | Please apply online at [jobs.csiro.au](https://jobs.csiro.au/) and enter the requisition number**.** Internal applicants please apply via ‘Jobs Central’ through the ‘People Hub’ icon |

**Role Purpose:**

Lead the brand and marketing communications function to drive the positive positioning of CSIRO to build engagement, awareness and trust across the community, through the strategic planning and delivery of integrated communications and corporate affairs programs and campaigns.

**Role Overview:**

The Executive Manager, Brand and Marketing is responsible for providing leadership to a team of

communicators working across Brand and Marketing, Services, Business and Customer Engagement and

CSIRO’s ON Program.

This role forms part of the Corporate Affairs Leadership Team, reporting to the Director Corporate Affairs, CSIRO.

## Duties and Key Result Areas:

* Build strong relationships across the organisation, particularly with CSIRO’s Leadership Team, to

ensure the communication activities are effective and aligned with business drivers.

* Establish and oversee the delivery of a clear brand strategy encompassing architecture,

positioning and identity.

* Deliver a clear, strategy‐aligned portfolio of integrated brand and marketing activities including

sponsorships, event and campaign delivery, to enhance CSIRO’s brand.

* Work with the leadership team to ensure integration of the brand across CSIRO and with partners, including through the branding of new CSIRO initiatives.
* Lead the development of Business and Customer communications, connecting with and

leveraging Business Unit marketing resource.

* Develop strategies and the processes to:
* Prioritise communication activities and assign communication resources;
* Engage with and report back to CSIRO senior science and business leaders;
* Evaluate the effectiveness of communication activities; and continually review and

monitor communication services to ensure resources are allocated appropriately;

* Categorise, manage and provide access to CSIRO brand and marketing materials including

images, video, graphics and other content.

* Influence and contribute to cohesive, collaborative and innovative leadership teams across CSIRO and within CA, ensuring seamless and proactive connection between all areas of Corporate Affairs, and the organisation more broadly – modelling desired culture and empowering high level delivery.
* Develop, lead and implement strategic projects and campaigns.
* Manage the operating budget for the portfolio, including forecasting and actual spend and annual budgeting, as required.
* Develop, empower and lead Communication Managers to deliver successful, strategically aligned communications that significantly contribute to one‐CSIRO outcomes.
* Provide expert advice and guidance to the team, acknowledging and promoting desired

behaviours, to enable the growth of a high performing, positive and proactive Corporate Affairs

culture across the organisation.

* Build and lead a high performing team, including responsibility for professional development and individual and team performance through coaching, counselling, feedback, influencing and

motivating.

* 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.
* Work collaboratively as part of a multi-disciplinary, often regionally dispersed research team, and business unit to carry out tasks in support of CSIRO scientific objectives.
* Adhere to the spirit and practice of CSIRO’s Code of Conduct, Health, Safety and Environment plans and policies, Diversity initiatives and Zero Harm goals.
* Other duties as directed.

## CSIRO Competencies:

1. **Teamwork and Collaboration: Creates and fosters an environment in which there is a high level of cooperation within and between teams. Facilitates positive team relationships to build organisational interaction across CSIRO.**
2. **Influence and Communication: Uses complex influencing strategies, for example, assembling strategic coalitions, building behind the scenes support and the tactical use of information to gain support.**
3. **Resource Management/Leadership: Provides leadership that fosters an environment that encourages new ideas and provides support for the development of emerging skills. Creates trust by displaying consistency and understanding through integrity and patience. Plans, seeks, allocates and monitors resources to achieve outcomes.**
4. **Judgement and Problem Solving:** Anticipates and manages problems in ambiguous situations. Develops and selects an appropriate course of action and provides for contingencies. Evaluates, interprets and integrates complex bodies of information and draws logical conclusions, synthesises proposals and defends options with reasoned arguments.
5. **Independence: Commits significant resources in the face of uncertainty and takes calculated risks to improve performance and achieve challenging goals. Uses personal energy to drive change strategies. Formulates and implements contingency plans to minimise the impact of potential risks. Accepts personal responsibility for the outcomes of decisions/risks taken.**
6. **Adaptability:** Is flexible in response to external change or when faced with external constraints. Identifies and promotes the opportunities arising as a result of change.

**Selection Criteria:**

*Please note: Under CSIRO policy only applicants who meet all the essential criteria can be appointed*

***Pre‐Requisite:***

1. **Education/Qualifications:** A relevant tertiary qualification coupled with extensive experience in leadership and management within large or complex organisations.
2. **Experience:** A deep understanding of strategic communications, brand and marketing, and theresponsibilities of organisations and leaders.
3. **Behaviours*:*** A history of demonstrated professional and respectful behaviours and attitudes in a collaborative environment.

***Essential Criteria:***

1. Demonstrated collaborative leadership skills – utilising collective leadership to create connection across all teams within the Corporate Affairs function and across the broader organisation to provide a seamless, organisation‐wide approach, leveraging specialist capability and establishing work priorities to enable delivery of high quality and timely outcomes.
2. Strong interpersonal skills, incorporating excellent communication (written and verbal), complex

influencing and persuasion strategies and ability to work with staff and stakeholders across

geographically‐diverse locations on a range of related and non‐related business functions to gain support.

1. A proven track record of building, motivating and supporting high performance teams ‐ fostering an environment and culture that encourages new ideas, knowledge transfer, and provides coaching and support for the development of emerging skills.
2. Proven ability to think laterally and strategically, develop and select an appropriate course of action and provide contingencies, particularly in the face of ambiguity.
3. Demonstrated energetic leadership ability to improve performance and drive and deliver challenging goals through managers, teams and others, resulting in strategic change.

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

1. Integrity of Excellent Science
2. Trust & Respect
3. Creative Spirit
4. Delivering On Commitments
5. Health, Safety & Sustainability

## Special Requirements:

Appointment to this role will be subject to the ability to obtain a national security clearance at the NV1 level. In order to apply for this clearance, applicants must be an Australian Citizen.

## About CSIRO:

We imagine. We collaborate. We innovate. To find out more visit us [online](http://www.csiro.au/)!