# Position Description

# Communication & Information – CSOF6

Role summary for potential applicants

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| Advertised Job Title**:** | Editorial and Content Manager – CSIRO Corporate Affairs |
| Job Reference: | 60765 |
| Relocation Assistance**:** | Will be provided to the successful candidate if required. |
| Salary Range: | AU $111k – AU $130k per annum, plus up to 15.4% superannuation |
| Location**:** | Negotiable – Melbourne, Sydney, Canberra or Brisbane |
| Tenure: | Indefinite |
| Applications Are Open To: | Australian Citizens Only  Australian/New Zealand Citizens and Australian Permanent Residents Only   * All Candidates |
| Reports to the: | Executive Manager, Corporate Communication |
| Number of Direct Reports: | 4 |
| Name and Contact Details For Applicant Enquiries: | Crystal Ladiges: [Crystal.Ladiges@csiro.au](mailto:Crystal.Ladiges@csiro.au)  *Please do not email your application directly to Ms Ladiges. Applications received via this method may not be considered by the selection panel.* |
| Contact Details For Technical Issues: | Call 1300 984 220 during office hours or email [careers.online@csiro.au](mailto:careers.online@csiro.au) |
| How to Apply: | Please apply online at <https://jobs.csiro.au> and enter the requisition number**.** Internal applicants: Apply in ‘Jobs Central’ via your ‘People Hub’ desktop icon. |

## Role Overview:

The Editorial and Content Manager leads a specialist team of communicators to establish and deliver an integrated multi-platform content strategy. Working collaboratively within the Corporate Affairs (CA) function, the Editorial and Content Manager will ensure editorial themes align with and amplify strategic priorities and are effectively communicated through compelling content.

The Editorial and Content Manager is responsible for digital and social channels and associated partnerships. The role requires management of a small team of communication advisors and reports to the Executive Manager, Corporate Communications.

**Role purpose:**

Communicate CSIRO’s purpose and impact through effective, engaging, quality content, organised and delivered through the setting of a comprehensive and cohesive editorial and content strategy.

## Duties and Key Result Areas:

* Create and deliver content strategy to position CSIRO with key audiences including defining key content or editorial themes.
* Drive the alignment of the enterprise CA strategy in collaboration with Business Unit (BU) CA teams, with a focus on consistent practices embedded across the organisation, to maximise opportunities to develop the desired CSIRO brand.
* Set and monitor digital metrics including audience engagement, size and content.
* Working with the Media and Corporate Communication Manager, ensure editorial and content themes are communicated to audiences through media.
* Create and manage CSIRO Editorial and Content calendar.
* Content commissioning and development.
* Provide strategic editorial guidance and develop campaigns in support of major CSIRO initiatives.
* Manage the digital and social media platforms in a highly collaborative way, to ensure they reflect CSIRO positioning and brand strategy.
* Work with the CA Leadership Team to assess the suitability of new communication platforms, keeping abreast of trends in social and new media.
* Create and manage influencer programs.
* Develop and implement paid media strategies including SEO, SEM.
* Working with BUs, develop and implement sector/industry specific digital and social media strategy to enhance engagement.
* Work collaboratively with the CA Leadership Team to identify, secure and manage digital channel partnerships.
* Set publication standards and establish goals and expectations aligned to the wider CSIRO strategic plan.
* Manage the editorial workflow across CSIRO.
* Develop and contribute to a cohesive, collaborative, innovative CA leadership team, ensuring seamless and proactive connection between all areas of CA – modelling desired culture and empowering high level delivery.
* Build and maintain team-focused relationships across all areas of the CA team, sharing knowledge and working together in pursuit of the development and promotion of best practice communication management.
* Build and lead a high performing communication team including responsibility for professional development and individual and team performance, through coaching, counselling, feedback, and influencing and motivating individuals and teams.
* Provide team leadership to enable the effective implementation of the communication strategies which promote and protect CSIRO’s brand.
* Promote a strong safety culture through active management of HSE performance.
* Provide support to the Executive Manager Corporate Communication, and act in this role as required.
* 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.
* 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:** 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.
2. **Influence and Communication:** Identifies critical stakeholders and influences them via an influential third party, for example through an established network, to gain support for sometimes contentious, proposals / ideas.
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:** Assesses the risk and opportunity of identified strategies, options and actions. Overcomes problems and setbacks in achieving goals. Invariably includes consideration of value-added future impact on bottom line when determining the optimal and efficient use of resources.
6. **Adaptability:**Demonstrates flexibility in thinking and adapts to and manages the increasing rate of organisational change by adjusting strategies, goals and priorities.

**Pre-Requisites:**

1. **Education/Qualifications:** A relevant tertiary qualification and relevant experience in leadership and management within large or complex organisations.
2. **Experience:** A deep understanding of developing a comprehensive and cohesive editorial and content strategy and the responsibilities of organisations and leaders.
3. **Behaviours:** A history of professional and respectful behaviours and attitudes in a collaborative environment.

## Selection Criteria:

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

1. Demonstrated communication management experience encompassing:

* strategic planning and implementation, calculating risk, problem solving, effective team and budget management;
* producing creative communication strategies delivered through multiple channels;
* the delivery of high-profile communication campaigns resulting in widespread national media coverage, stakeholder engagement and client satisfaction;
* Experience in issues management, stakeholder engagement and contemporary communication practices, to achieve positive outcomes.

1. A sophisticated understanding of the digital and social media landscape including the user experience and user journey, content generation and interplay and how these reflect and enhance the CSIRO brand.
2. Experience managing and leading a high performing team, with a particular focus on instilling creativity among team members, ensuring high standards of service delivery as well as technical output.
3. Demonstrated experience assessing the risk and opportunities of identified strategies, options and actions, and the ability to overcome setbacks to achieve organisation-wide goals.
4. Demonstrated experience building and maintaining strong professional and collaborative working relationships
5. The ability to create a culture committed to values based behaviour which fosters innovative problem solving, continuous improvement and knowledge sharing.

## About CSIRO:

We solve the greatest challenges through innovative science and technology. [Discover more about CSIRO](http://www.csiro.au/)

**CSIRO’s Commitment to Diversity**

We’re working hard to recruit diverse people and ensure all our people feel supported to do their best work and empowered to let their ideas flourish.

**Flexible Working Arrangements**

We work flexibly at CSIRO, offering a range of options for how, when and where you work. Talk to us about how this role could be flexible for you. [Balance](https://www.csiro.au/en/Careers/The-CSIRO-Experience/Balance)