

# Position Description



## Communications Adviser - APAC

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### Role Summary

Role Title:	Communications Adviser - APAC
Department	Management
Location:	Perth
Reporting to (Position Title):	Chief Operations Officer - APAC
Direct Reports (if any):	None
Ancillary role?	N/A

### 1. Role Purpose

*The Communications Adviser will work collaboratively with Sr Management and will be responsible for working with the Communications Manager Americas on developing a communications framework, plan, and annual budget that supports PHI APAC business unit for social media, websites, internal communications, external communications and marketing/promotional materials. This position is responsible for creating informative content, media releases, articles, social media and media opportunities that share our culture, brand, vision and services. This position will work collaboratively with the leadership team, business development, marketing, safety, internal peers and external agencies that support PHI.*

### 2. Core Values

#### **Safe, Efficient, Quality, Service**

*Core values are the principles that continue to define the company culture and guide daily interaction and decision making. Each employee has a personal responsibility to recognize the behaviours that support these principles and put them into daily practice.*

### 3. Key Deliverables, Duties and Responsibilities

- Internally, responsible for establishing appropriate communications channels and for managing the development of social media, communications content, newsletters, and promotional materials to ensure that all employees are aware of changes, initiatives, and programs within the company. Consults with internal departments to develop content ensuring consistent messaging throughout the organisation.
- Partner with PHI Americas Communications Manager to develop and implement communications programs that effectively describe and promote PHI and its products; and supports the coordination of public relations to ensure the organisation's reputation is upheld.
- Oversees and coordinates the work of communications vendors; and manages the production of a full range of communications products and publications, from draft creation through the final product, to support the goals of PHI APAC.
- Coordinates and manages the development and production of communications materials, which may include media releases, proposals, presentation materials, information brochures, internal and external correspondence, reports, speeches, policies, procedures, solicitation, and marketing materials.
- Partner with HR team to develop communications that support change management, benefits enrolment and other initiatives rolled-out across all business units.
- Externally, responsible for shaping the Company's image, brand, competitive advantages and key messages and develop content to be shared and disseminated to external stakeholders via social media, marketing materials, presentations and media releases.
- Develop creative content that engages employees across all channels.
- Set clear metrics and measure the success of programs.

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- Additionally, the Communications Adviser will be responsible for the creation and management of photo library, recurring publications and projects to ensure content is accessible and publication ready.
- Other tasks as directed by your manager from time to time.

### 4. Safety Accountabilities

- Report any hazards or occurrences and stop any unsafe work.
- Participate in safety activities and meetings.
- Comply with all company policies and procedures.
- Be familiar with the Integrated Management System and its associated manuals such as the SMS Manual, HSE Manual and the Quality Manual.
- Have working knowledge of the Safety Case and Hazard / Risk Management Process.
- Maintain Controls that are described in the Safety Case and the Risk Module software application for which this position is responsible for.

## PERSON SPECIFICATION

### 5. Experience and Qualifications Required

- A degree level tertiary qualification in Communications, Public Relations, Marketing, or other relevant area of study.
- Minimum 10 years of professional experience, with at least 3 years' experience in a Communications role.

### 6. Knowledge, Skills and Attributes

- Strong research, proofreading skills for quality and accuracy.
- Exceptional verbal, written and digital communication skills.
- Must have a high level of interpersonal skills to handle sensitive and confidential situations. Position requires demonstrated poise, tact and diplomacy.
- Ability to think strategically and problem solve creatively.
- An ability to prepare communications material for a wide range of audiences and purposes.
- Significant experience in producing compelling communications content and social media (experienced using LinkedIn, Facebook, Twitter, Instagram at a minimum).
- Highly collaborative with a growth mindset – demonstrating the flexibility to adjust when required.
- Strong project management, stakeholder management, and organisational skills – at ease with juggling multiple competing priorities.
- Excellent ability to form strong relationships with stakeholders at all levels.
- Self-motivated, ability to work in a fast-paced environment.
- Willingness to travel to our APAC bases as needed.

### 7. Incumbent Details and Approvals

Incumbent Name:	Manager Name: Cory Latiolais
Signature:	Signature:
Date:	Date: