



**PR & COMMUNICATIONS MANAGER**

**JOB & PERSON SPECIFICATION**

**MAY 2018**



## POSITION DESCRIPTION

**Position Title:** PR & Communications Manager  
**Department:** Marketing  
**Reports To:** General Manager, Marketing  
**Date Prepared:** May 2018

### 1. POSITION SUMMARY & OBJECTIVES

- Manage PR and Communications strategies and tactics to raise the profile of Seeley International (on a local, national and international scale) and its endorsed brands as the largest air conditioning manufacturer in Australia and a global leader in climate control solutions, and the company's charitable imperatives to change people's lives.
- Create written content across platforms (print and online).
- Build and manage relationships with media including news print, broadcast and online media for creation and distribution of news for optimised coverage and outcomes in close collaboration with the Chairman's Office and Executive Team
- Managing and developing social media strategy, tactics and channel approach.
- Establish and build effective networks with a range of key influencers including local and state government, industry associations, universities, and peak bodies' representatives to drive the advocacy strategy for the company.
- Allocating skills across Media (20%), PR (40%) and Communications (40%).

### 2. RESPONSIBILITIES – All Positions

Every employee of Seeley International is responsible for the following Key Result Areas:

- **Safety:** All employees shall comply with the Seeley International WH&S Manual and provisions of the Work Health and Safety Act, 2011
- **Quality:** Seeley International has accreditation for ISO 9001:2000. All employees shall take responsibility for maintaining departmental processes with the quality system.
- **Environment:** All employees shall comply with provisions in the Seeley International Environmental Manual

### 3. RESPONSIBILITIES – PR & Communications Manager

In the left column, rank the statements from most (=1) to least important.				
	Key Result Area	% of Job	Key Tasks	Key Performance Indicators
1	PR & Communications plan		<ul style="list-style-type: none"> <li>• Deliver annual strategic PR &amp; Communications plan to raise the profile of Seeley International and its endorsed brands as the largest air conditioning manufacturer in Australia and a global leader in climate control.</li> <li>• Outline PR &amp; Communications approach for the Australian Residential and Commercial businesses, and guidance and support to the overseas offices.</li> <li>• Provide strategy and plans to enhance the visibility of the company's commitment to charitable organisations and causes around the world to empowering people who are sick, disadvantaged or who have special needs.</li> </ul>	•
2	Build, manage and optimise media relationships		<ul style="list-style-type: none"> <li>• Effectively build and manage relationship with media including news print, broadcast and online media platforms.</li> <li>• Distribute and pitch stories and press releases and editorial content to a broad range of media including business, consumer, local and trade press; and international press when applicable.</li> <li>• In close collaboration with the Chairman's Office developing press opportunities for corporate news, interviews, publicity photo shoots, publicising local and national charity initiatives, community involvement and other media related activities.</li> </ul>	•
3	Content writing		<ul style="list-style-type: none"> <li>• Write, and edit material across a range of platforms including media releases, speeches for Executives Team, editorials, presentations, video scripts, product articles, news stories, publications, marketing collateral and other vehicles</li> <li>• Support and utilise research studies to generate news angles and use in key initiatives and events, and work with category and digital team to provide messaging and engage influencers for all platforms and assets.</li> </ul>	•

	<b>Key Result Area</b>	<b>% of Job</b>	<b>Key Tasks</b>	<b>Key Performance Indicators</b>
4	Build effective relationships with a range of key influencers and stakeholders		<ul style="list-style-type: none"> <li>Establish and build effective networks with a range of key influencers including local and state government, industry associations, universities, and peak bodies' representatives to drive the advocacy strategy for the company.</li> </ul>	•
5	Award entries		<ul style="list-style-type: none"> <li>Prepare Award submissions and ensure plans and tactics are in place to optimise news coverage and leverage across business channels.</li> </ul>	•
6	Tracking and monitoring media outreach and outcomes		<ul style="list-style-type: none"> <li>Monitor, evaluate and report on the company's PR &amp; Communications activities.</li> </ul>	•
7	Social media management		<ul style="list-style-type: none"> <li>Provide expert guidance and written expertise to the Chairman, Group Managing Director and other key Executive stakeholders to create social presence and impact.</li> <li>Manage and develop the strategic use of the company's social media channels including Facebook, YouTube, Twitter, LinkedIn and other appropriate social media channels.</li> <li>Develop social media content plan in support of the inbound marketing plan.</li> </ul>	•
8	Internal communication		<ul style="list-style-type: none"> <li>Work closely with all departments to ensure efficient internal communications, awareness of initiatives and synergy on messaging and execution.</li> </ul>	•
9	Stakeholder management		<ul style="list-style-type: none"> <li>Manage cross functional, executive team and in-country stakeholder engagement and communication across the business</li> <li>Work in close collaboration with the category managers in the Marketing team who lead the overall marketing direction for category, brand, product and commercialisation</li> <li>Ensure close collaboration and interaction with Seeley International overseas markets</li> </ul>	•
10	Crisis Management		<ul style="list-style-type: none"> <li>Respond to crisis management situations, advising and implementing strategic response.</li> </ul>	•

#### 4. DECISION MAKING AUTHORITY

DECISIONS EXPECTED	RECOMMENDATIONS EXPECTED
<ul style="list-style-type: none"> <li>• PR &amp; Communications programs to achieve reach and coverage outcomes</li> <li>• WHERE and HOW to best distribute and pitch stories and press releases and editorial content to a broad range of media</li> <li>• The best way to manage, nurture and grow relationship with media including news print, broadcast and online media platforms.</li> <li>• Written material across a range of platforms including media releases, speeches for Executives Team, editorials, presentations, video scripts, product articles, news stories, publications, marketing collateral and other vehicles</li> </ul>	<ul style="list-style-type: none"> <li>• Provide company PR &amp; Communication plan to increase media outcomes</li> <li>• Provide strategy and plans to enhance the visibility of the company's commitment to charitable organisations</li> <li>• Media approach for highest impact</li> <li>• Influencer and advocacy strategy</li> <li>• Social media and content plan</li> </ul>

#### 5. OTHER INFORMATION

<ul style="list-style-type: none"> <li>• Seeley International has been built on the basis of extremely high levels of customer service and the early introduction of innovative &amp; new products to the market place. The continuation of this approach is essential for the company's future growth &amp; is of vital importance.</li> <li>• This position requires an individual with a track record of success, a motivated self-starter with high energy, positive attitude, team player and highly motivated individual who can achieve results in a very dynamic environment with many stakeholders.</li> </ul>
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#### 6. PERSON SPECIFICATION

<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• A Bachelor's degree in Journalism, Professional Writing, Media and PR, PR &amp; Communications and/or relevant fields</li> <li>• Other supportive and relevant qualifications in Media</li> </ul>
<p><b>Competencies</b></p> <ul style="list-style-type: none"> <li>• Have 5-10 years' (or equivalent) experience as a Journalist, PR &amp; Communication's role in multinational corporations and/or larger Australian companies</li> <li>• A strong writer and story teller who can quickly tailor communications to different audiences</li> <li>• An influencer with strong media relations</li> <li>• Strong understanding of the Australian media landscape, and preferable international markets</li> <li>• Enthusiasm for your profession and writing with a personal drive to make a difference</li> <li>• A confident individual that can hold their own with executive leaders including Board level interactions</li> <li>• Well-developed public speaking skills</li> <li>• Exceptional at managing conflicting priorities and managing multiple projects</li> <li>• Experience from not-for-profit organisations and community involvement</li> <li>• Team player that is open-minded and wants to continue learning</li> <li>• Strong stakeholder management skills</li> <li>• Integrity, professionalism and ethics</li> </ul>



## HOW TO APPLY

Applications in Word format only should be forwarded to Justin Hinora by email to [23061@hender.com.au](mailto:23061@hender.com.au)

Telephone enquiries are welcome on (08) 8100 8849.

### **Please Note**

Your application will be automatically acknowledged by a return email.