

### Position description

**Title of position:** Communication Manager (full-time, permanent)

**Reporting to:** Managing Director

**Location:** Adelaide (Waite Campus)

#### Overview:

The Communication Manager leads AWRI's strategic communications function and is responsible for enhancing the organisation's reputation, influence and engagement across the Australian wine sector and broader stakeholder community.

Reporting to the Managing Director, the role acts as a trusted adviser to the Executive Management Group and contributes to the broader leadership of AWRI. The incumbent provides strategic communications advice, supports organisational decision-making and leads initiatives that enhance AWRI's reputation, stakeholder engagement and organisational effectiveness.

The Communication Manager develops and delivers an integrated communications strategy aligned with AWRI's strategic plan and organisational priorities. The role provides leadership across corporate communications, media relations, stakeholder engagement, digital communications, content strategy, internal communications, brand management and communications governance.

The position manages the Digital Communications Coordinator and works collaboratively across AWRI and key external stakeholders, including Wine Australia, to maximise the effectiveness and impact of communications activities.

#### Qualifications:

Relevant tertiary qualification in communications, public relations, journalism, marketing, science or a related discipline. Alternatively equivalent senior communications experience will also be considered.

#### Experience:

- Demonstrated experience (5 to 7+ years) in strategic communications, corporate communications, public relations or corporate affairs.
- Experience leading communications functions and/or managing communications professionals.
- Proven experience providing communications advice to senior leaders and executives.
- Experience communicating complex scientific, technical or research-based information to diverse audiences.

Experience working across multiple stakeholder groups and competing organisational priorities.

## **Key Relationships:**

### **Internal**

- Managing Director
- Executive Management Group
- Digital Communications Coordinator
- Affinity Labs Team
- Research and Innovation Development Teams
- Engagement and Sustainability Team
- Marketing Team
- All AWRI employees

### **External**

- Wine Australia
- Australian grape and wine sector stakeholders
- Industry associations and representative bodies
- Government agencies
- Research partners and collaborators – domestic and international
- Media organisations and journalists
- Communications agencies, suppliers and contractors
- Funding partners and stakeholders

## **Key Outcomes**

- AWRI maintains a strong and trusted reputation across wine industry, funding, government and research sectors.
- Organisational priorities are communicated clearly and consistently to key stakeholders.
- Communication activities support engagement, knowledge transfer and strategic objectives.
- AWRI's brand is consistently represented across all channels and touchpoints.
- Employees are informed, engaged and aligned with organisational priorities.
- Communications effectiveness is measurable, continually improved and demonstrates organisational impact.

## **Principal accountabilities:**

1. Develop and implement AWRI's integrated communications strategy and annual communications plan, aligned with the AWRI strategic plan, organisational priorities, brand, stakeholder needs and agreed Wine Australia-funded communications priorities.
2. Provide strategic communications advice to the Managing Director, Executive Management Group and senior leaders on organisational messaging, reputation, opportunities, issues and risks, and support the development of key strategic and corporate documents for the AWRI, Wine Australia and other key stakeholders where required.

3. Lead and coordinate AWRI's communications program, working collaboratively across the organisation and with Wine Australia to prioritise, integrate and deliver high-quality communications for internal and external audiences.
4. Lead AWRI's content and editorial strategy, ensuring complex scientific, technical and industry information is communicated clearly, accurately and effectively across relevant channels and platforms, including websites, eNews, eBulletins, publications, digital channels and other communications, including content supporting AWRI and Wine Australia priorities.
5. Lead AWRI's digital communications and social media strategy, developing and optimising content to grow engagement, reach target audiences and support organisational priorities, which support AWRI's strategic objectives and commitments to Wine Australia.
6. Lead AWRI's media and public relations activities, including proactive media engagement, media releases and statements, journalist enquiries, and positioning AWRI's expertise, research and contribution to the Australian wine industry.
7. Build and maintain strong relationships with key communications and industry stakeholders, including media, government, industry organisations, research partners and other relevant stakeholders.
8. Protect and strengthen the AWRI brand and corporate positioning, ensuring consistent messaging, tone, visual identity and professional standards across communications. Manage the communications budget within delegated financial authority.
9. Lead the development and production of key corporate communications, including the Annual Report, annual highlights and major publications, effectively communicating AWRI's achievements, impact, expertise and strategic priorities.
10. Develop and oversee AWRI's internal communications program, including Executive Management Group communications, staff updates and the staff seminar program, supporting employee understanding, engagement and alignment with organisational priorities.
11. Develop and maintain AWRI's communications governance framework, including policies, standards, guidelines and approval processes that support consistency, accessibility, accuracy, confidentiality, brand integrity and effective management of communications risks.
12. Lead and develop the communications function, including direct management of the Digital Communications Coordinator, establishing priorities and workflows, building capability, and coordinating internal and external resources, agencies and suppliers.
13. Monitor and evaluate communications performance and impact, using audience insights, analytics, media monitoring and stakeholder feedback to drive continuous improvement and demonstrate outcomes, including for Wine Australia-funded communications.
14. Proactively identify and manage communications opportunities, issues and reputational risks, ensuring timely and appropriate responses that protect AWRI's credibility, relationships and reputation.

**Person specification:**

1. Superior editing and writing skills, with the ability to present complex scientific material in simple and clear language.
2. Practical understanding of and experience in scientific research, ideally within an agricultural, food or beverage context.
3. Ability to meet deadlines with a high quality work output.

4. Experience in internal and external communications.
5. Experience in media relations
6. Ability to work and communicate successfully, and maintain effective working relationships, within a multi-disciplinary environment and across research and industry groups.
7. Working knowledge of relevant communications and digital tools, such as content management systems, email marketing platforms (e.g. Klaviyo or Mailchimp), design tools (e.g. Canva or Adobe Creative Cloud), and social media platforms relevant to AWRI's audiences (e.g. LinkedIn).

#### **Workplace Health and Safety responsibilities:**

Employees are required to:

- Take reasonable care for their own health and safety and that of others.
- Comply with AWRI's Work Health and Safety policies, procedures and requirements.
- Follow reasonable instructions relating to health and safety.
- Report hazards, incidents and injuries promptly.
- Use equipment and controls provided to support health and safety.
- Not engage in behaviour that may place themselves or others at risk.

Managers are responsible for:

- Promoting and supporting a positive safety culture.
- Ensuring relevant WHS policies, procedures and systems are implemented and maintained.
- Identifying, managing and monitoring workplace hazards and risks.
- Providing appropriate information, instruction, training and supervision.
- Consulting with employees regarding workplace changes that may impact health and safety.
- Meeting their obligations under applicable WHS legislation and AWRI policies.