

POSITION TITLE	Strategic Communications Manager
POSITION TERM	Ongoing
FUNCTION / DEPARTMENT	Growth & Impact
ANZSOG CAPABILITY	Capability Level 3
REPORTING MANAGER	Director, Brand, Marketing and Communications
No. DIRECT REPORTS	1
LOCATION	Offices in Melbourne, Sydney and Canberra
APPROVED BY	Chief Operating Officer
APPROVAL DATE	October 2025

ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

In delivering on its mission of public governance that people trust, the school brings together academic and practitioner experts from across our member governments and around the world to support current and future government and public sector capability needs and anticipate and address government and public sector challenges.

ABOUT THE POSITION

The Strategic Communications Manager is a crucial role to elevate and lead our communications function during a period of organisational transformation and growth. Reporting to the Director, Brand, Marketing and Communications, this role is pivotal in growing ANZSOG's brand equity and shaping its voice across both internal and external channels, amplifying our impact in the public sector.

The Strategic Communications Manager leads the creation of compelling short, mid and long-form content. Working in collaboration with the broader Brand, Marketing & Communications team and other functional areas, the role leads our social media strategy, growing engagement across platforms. It supports the Office of the Dean & CEO, co-developing senior stakeholder communications. With a strong focus on strengthening reputation, the role also shapes and leverages ANZSOG's Thought Leadership and research translation, connecting our academic and knowledge exchange initiatives with broad external audiences. Other key initiatives include proactive engagement with leading publishers to grow earned media, developing press releases, and maintaining oversight of internal communications.

ROLE-LEVEL ACCOUNTABILITIES

ANZSOG roles at this level share the following consistent accountabilities:

- **Operational Leadership:** Manage team operations aligned with strategic goals.
- **Team Development:** Support staff development and performance.
- **Project Oversight:** Lead complex projects and initiatives.
- **Stakeholder Engagement:** Build and maintain internal and external relationships.
- **Resource Management:** Monitor budgets and resource allocation

KEY FUNCTIONAL ACCOUNTABILITIES

Social Media Strategy

- Develop and manage ANZSOG's social media strategy and guidelines, with a primary focus on LinkedIn (currently 25,000+ followers).
- Curate, schedule, and moderate content to increase audience reach and engagement.
- Monitor and report on performance against key metrics, using insights to inform decision making.

Strategic Content Development

- Lead the production of short, mid and long-form market-facing content including news and media articles, case studies, and success stories showcasing the impact of our thought leadership and research, as well as that of our learners, alumni and organisational partners.
- Support the Office of the Dean and CEO office with senior stakeholder communications, including presentations, email correspondence, social media and opinion pieces in external media.
- Collaborate with public sector leaders and academics to translate complex ideas into engaging narratives for various communication channels.

Media Relations and PR

- Build relationships with journalists and media outlets to secure earned media coverage.
- Pitch story ideas and provide expert commentary aligned with topical issues.
- Advise senior leadership teams on reputational risk and mitigation strategies.

Internal Communications

- Support internal communications, primarily through the organisation's Intranet, ensuring transparency and engagement.
- Work with the Chief of Staff to develop and implement internal messaging frameworks and channels.

Team Leadership and Performance

- Manage and mentor a small communications team
- Work closely with the wider Brand, Marketing and Comms team to ensure alignment and achieve shared goals.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Tertiary qualification in Communications, Journalism, Public Relations, or a related field. Relevant postgraduate study and/or professional training is highly desirable.
- Minimum 7 years' experience in strategic communications, preferably within the public sector or higher education.
- A highly skilled communicator who thrives in rich stakeholder environments, can translate complex ideas into accessible narratives.
- Ability to distil complex information into clear, compelling communications across diverse formats and audiences.
- Demonstrated success working with senior executives and managing high-stakes communications.
- Proven track record in media relations, content development, and social media strategy.
- Demonstrated proficiency using AI tools and platforms to enhance content creation, audience targeting, and performance analytics will be highly valued.
- Passionate about the public sector and its potential to drive positive change.

ANZSOG VALUES

ANZSOG is a values-based organisation. This means that we understand that the ways in which we

work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity and Respect, which guide our behaviours and attitudes as members of the ANZSOG community. As a binational learning organisation committed to authentically serving and partnering with governments and First Nations and Māori communities, we are also committed to engaging in ongoing learning to model the impact and change we seek to achieve through our work.