

Position description

Position title	Manager Communications
Position number	200626
Classification level	F
Group	Office of the Chief Executive
Reports to	Group Manager Communications & Change
Location	1010 La Trobe Street, Docklands
Date	February 2026
Tenure	Permanent full time

Our organisation

VicTrack is custodial owner of Victoria's rail transport land, assets and infrastructure. We work to protect and grow the value of the portfolio, to support a thriving transport system and make travel and living better for all Victorians. With much of our asset portfolio dedicated to rail transport – our land, infrastructure, trams, trains and telecommunication networks – our focus is on strategic asset management and supporting the delivery of better transport solutions.

Whether we're planning and managing the use of transport land, upgrading the telecommunication network or partnering on major infrastructure projects, our job is to ensure the state's assets continue to serve Victoria now and well into the future.

Our core functions include:

- delivering telecommunications infrastructure and services that form the backbone of the transport network from signalling, driver communications, public information displays and myki ticketing
- managing land set aside for transport purposes, including the development and sale of land no longer required for transport to optimise its use
- generating income through land sales and commercial leases that is reinvested into the state's transport system
- providing project management, engineering and construction services to deliver a range of government transport projects from Victoria's Big Build to station and car park upgrades
- managing transport facilities and assets, including the open access Dynon Rail Freight Terminal, heritage buildings and environmental preservation.

VicTrack is the custodial owner of most of Victoria's tourist and heritage assets and performs the role of Tourist and Heritage Registrar.

Our business groups

Our business is made up of specialist delivery groups – Property and Telecommunications – supported by Corporate Services, and the Office of the Chief Executive.

Our vision

As a part of the transport portfolio, we share a common vision as defined in the *Transport Integration Act 2010*:

“To meet the aspirations of Victorians for an integrated and sustainable transport system that contributes to an inclusive, prosperous and environmentally responsible state”.

In realising this vision, we are working towards a transport system that promotes:

- social and economic inclusion
- economic prosperity
- environmental sustainability
- integration of transport and land use
- efficiency, coordination and reliability
- safety, health and wellbeing.

Our mission

To protect and grow our rail transport assets and drive reinvestment to service Victorians now and into the future.

Our values

- Professional – We make decisions with integrity and respect. By behaving professionally and ethically we win the trust of our colleagues, stakeholders and customers.
- Collaborate – We collaborate to get things done efficiently and effectively. We have greater opportunity through leveraging our collective knowledge, building stronger bonds and respecting each other.
- Achieve – We perform our roles with integrity and skill. We hold ourselves accountable for delivering what is needed and own both our successes and mistakes.
- Innovate – We embrace all new ideas that bring about change that adds value. We become more efficient, effective and competitive.

Dimensions

Reporting relationships

This role reports to the Group Manager Communications & Change and has two direct reports.

Budget

N/A

Purpose of the position

The Manager Communications drives strategic communications throughout the organisation to enable an engaged, informed and efficient workforce. It also supports the positive positioning of VicTrack through managing content for VicTrack’s external communications channels. Working across the organisation, you will provide leadership in building a culture of collaboration, engagement and information sharing which is critical to helping the organisation meet its strategic objectives.

You will manage a small team that provides expert advice on content development, internal stakeholder engagement and communications, with authenticity and best practice. The team is responsible for producing high-quality written content for VicTrack's social media channels, website and key corporate documents including the Annual Report.

Key accountabilities/functions

- Develop, implement and lead periodic review and refresh of VicTrack's organisational internal communications strategy to support an engaged and informed workforce in achieving VicTrack's vision, mission and strategic objectives.
- Drive and manage the strategic dissemination and cascading of internal communications to all employees across all available channels.
- Manage the seamless integration of change communications with internal communications to deliver clear organisational messaging to all VicTrack staff.
- Manage the development and implementation of best practice and contemporary content strategy and deliver corporate communications to drive organisational and business group objectives.
- Build a culture of collaboration, internal stakeholder engagement and information sharing through the design and delivery of communications and engagement strategies.
- Manage development and curation of external content, including implementation of VicTrack's Social Media Strategy and creation of news for external audiences.
- Manage the development of communications collateral including presentations, stakeholder collateral, speaking notes, content and any other materials specific to enterprise-wide initiatives.
- Proactively contribute strategic advice to solve communications problems and execute communications plans to drive positive outcomes, including sensitive issues such as organisational changes.
- Build strong internal brand awareness to ensure employees understand and can articulate VicTrack's purpose and promote its value to the transport sector and Victoria's liveability.
- Oversee the coordination of content for VicTrack's Annual Report.
- Manage updates to information on The Loop to ensure currency of content, and oversee adherence to the governance framework for the intranet.
- Manage and deliver key internal all staff events including all staff forums, VicTrack Speaker Series, and support key employee events.
- Lead, support, coach and develop the Communications team.

Customer focus

VicTrack staff practise customer focus by recognising the importance of valuing customers (internal and external) and ensuring that all activities are oriented towards meeting customer needs. We listen to customers about their expectations and focus on delivering solutions that address their needs. Customer focus also includes proactively seeking and acting on feedback to enhance the customer experience.

Safety and environmental responsibilities

Ensure safety and environmental instructions are adhered to and report any inappropriate practices and incidents. Comply with the *Occupational Health and Safety Act*, as it applies to self, tenants and customers, and environmental legislation in regard to preserving the environment.

Rail safety

All staff who may be required to come into contact with rail activity, including design work and the management of other staff, must:

- be responsible for their actions where those actions can in any way affect or compromise railway safety
- be aware of the railway safety requirements associated with their duties and responsibilities
- take whatever action is possible to prevent unsafe conditions and/or incidents
- report any railway safety problems/hazards to the Manager Safety
- safely access the rail corridor.

Individual attributes

Qualifications

- Tertiary qualifications in Communications or a related discipline, or proven experience in a similar role.
- IAP2 and/or PROSCI certification would be highly advantageous.

Knowledge and experience

- Significant experience in stakeholder engagement, corporate communications and internal communications in an issues-rich organisation
- High level competency in the application of IAP2 principles and experience in the facilitation of stakeholder engagement design, delivery and evaluation
- Ability to establish and maintain strong working relationships with Executive and senior management
- Advanced communication skills with a proven capacity to influence diverse stakeholders and facilitate their engagement
- Highly developed analytical and conceptual skills in response to complex issues in a fast-paced operating and political environment
- Demonstrated capacity to prepare high-quality written materials
- Experience managing and developing a team
- Experience in managing confidential and sensitive information
- Experience in resource planning

Skills

- Excellent interpersonal and communication skills with a clear and concise writing style and ability to present ideas and negotiate activities with stakeholders
- Excellent strategic planning skills and the ability to take strategy from design to implementation through a planned approach
- Strong leadership, including developing teams
- A demonstrated ability to work in a cohesive team environment where ideas are shared and team members are supported in order to ensure the team meets its goals
- Excellent administrative and organisational skills and ability to work under pressure and to tight deadlines
- Ability to be accountable, proactive and innovative with capacity to undertake a wide range of projects and work within tight timeframes
- Ability to work both independently and as a member of a team
- Demonstrate fairness by treating people with dignity, listening carefully and taking a balanced view of circumstances
- Ability to adapt in a changing environment
- Sound computer skills in the Microsoft suite, including Word, Excel, PowerPoint, Sharepoint, etc.

Interpersonal and other features

Internal relationships

All VicTrack staff, including Executive and Senior Leadership Team

External relationships

- Government Departments and agencies
- Transport operators
- Industry groups
- Local governments