



COMMUNICATIONS ADVISOR

Newly Created Role

Focus, drive and passion

Melbourne based

Pacific National Intermodal (PNI) is a part of Asciano which is Australia's leading transport infrastructure company. The company brings together the powerful combination of the Pacific National rail operations with the Patrick and stevedoring businesses to create a unique transport infrastructure company.

PNI is Australia's largest interstate rail freight operator providing line-haul containerised freight services for Australia's largest freight forwarders, logistics providers and international shipping companies.

The Communications Advisor is responsible for examining business, communications and marketing issues to develop a 'best practice' marketing and communications strategy and approach for the PNI business.

Reporting to the Divisional General Manager, your key responsibilities will include:

- Oversight for developing and implementing the Intermodal communications program including strategy and tactics optimisation and execution
- Designing, developing and then delivering to plan agreed communications elements / tactics of marketing campaigns
- Research, write and edit articles and other content for Intermodal's communications program (internal and external)
- Researching and assessing new forms of digital communications to help Intermodal deliver messages via new media and technology
- Oversight for the development, implementation and promotion of the Intermodal Brand within the Asciano business and external marketplace
- Oversight for researching, designing and implementing a programme to increase the profile of the Intermodal business in key market, industry and customer segments
- Proactive Issue Management

The successful candidate will be a creative, experienced and tertiary qualified marketing and communications professional. Demonstrated experience in Proactive Issue and Brand management along with successfully developing and managing multiple communications and marketing initiatives via competing media and technology platforms is essential.

Only people with the right to work in Australia may apply for this position. Applicants through third party agencies will not be accepted. Written applications can be forwarded to Denis Bingham, Manager Employee Development at:

Jobs_Intermodal@pacificnational.com.au