



General Manager, Corporate & Public Affairs

Division:	Corporate Affairs, Communications & Engagement
Reporting to:	EGM Corporate Affairs, Communications and Engagement
Classification/Band:	SESB1
Location	Sydney, Canberra or Newcastle

About the High Speed Rail Authority

The Australian Government is planning a future high speed rail network to connect Brisbane, Sydney, Canberra, Melbourne and regional communities across the east coast of Australia.

The High Speed Rail Authority (the Authority), an independent corporate Commonwealth entity governed by an independent board, is leading the development and delivery of High Speed Rail.

The first part of the National High Speed Rail, will connect Newcastle to Sydney on a dedicated new railway using trains travelling up to 320km/h, and is now in the Development Phase.

High Speed Rail will contribute to a number of key Australian Government priorities, including increased economic productivity, new housing options, regional economic and tourism development and contributing to net zero.

More information about the Authority and our work is available at: www.hsra.gov.au

Primary Purpose of the Role

The purpose of this role in the Development Phase is to lead and integrate internal and public communications functions to drive strategic alignment, support organisational transformation, and build public trust. The role ensures consistent, high-impact messaging across internal channels, media, and stakeholder engagement to enhance executive decision-making and strengthen the Authority's reputation.

Key Responsibilities

Key Responsibilities Include:

Internal Communications

- Manage internal and change communications strategies that support organisational transformation and executive leadership priorities.
- Coordinate messaging across divisions and lead the creation of internal narratives that reinforce project milestones and strategic objectives.
- Provide strategic advice to senior executives on internal communications risks, change readiness, and employee engagement approaches.
- Identify and implement opportunities to foster an agile, innovative, and inclusive culture through internal communication channels, leadership practices, and enabling policies.

Communication Strategy

- Partner with executives to understand business needs and priorities, informing the design of targeted communication programs.
- Lead the development and application of performance metrics to evaluate the impact of communication activities and support continuous improvement.
- Coordinate the creation of brand management frameworks and tools that strengthen organisational identity.
- Oversee stakeholder research and data-led insights to inform strategic decisions, campaign design, and audience engagement.
- Contribute to the strategic development and implementation of public communications initiatives that enhance reputation, strengthen market position, and encourage behaviour change.

Public Affairs & Media

- Lead a high-performing communications team to deliver integrated public affairs, media, and marketing outcomes.
- Manage the development and execution of end-to-end campaigns, public education initiatives, and behaviour change programs informed by data-led insights.
- Direct the creation and approval of media releases, responses, and public statements to manage critical issues and protect corporate reputation.
- Build the Authority's social media presence through proactive content strategies that enhance visibility and public trust.
- Oversee the planning and delivery of public events and executive speaking engagements to support strategic objectives.
- Act as a thought leader by monitoring emerging trends and applying best practice in public affairs and media strategy.
- Contribute to the Authority's strategic planning by aligning communications and engagement activities with legislative, regulatory, and political contexts.

Leadership (expectations as a leader at the Authority):

- Coordinate across teams to align with the Authority's objectives and foster a culture of shared accountability and mutual support.
- Translate strategic priorities into clear, actionable plans, adjusting team focus and resources as project needs evolve.
- Represent the Authority's values and priorities in stakeholder interactions, tailoring communication to various audiences.

- Uphold the cross-Authority approach to risk management and embed it into operations and processes.
- Provide functional expertise and guidance at the Executive- or board-level as required.
- Lead teams to deliver on strategic objectives, ensuring alignment with the Executive team's direction.

Knowledge, Experience and Skills

The below table shows the technical and core professional capabilities required for this role, as well as the skills and experience needed to fulfill the relevant capabilities

This is a critical leadership role responsible for shaping the customer experience and operational framework for the Newcastle to Sydney High-Speed Rail (HSR) project. This position drives strategic planning, stakeholder engagement, and policy alignment, ensuring the successful delivery of a world-class rail service. The role requires extensive cross-agency collaboration, regulatory oversight, and technical leadership in customer strategy, demand forecasting, and service optimization.

Capability	Skills and experience with the ability to
Internal Communications	• Lead internal and change communication initiatives during periods of transformation or reform. • Apply knowledge of organisational psychology, change management, and workforce engagement to shape messaging and influence culture. • Leverage expertise in stakeholder alignment and cross-divisional coordination to ensure consistent and strategic internal narratives. • Utilise advanced communication planning skills to manage sensitive messaging and support executive leadership priorities. Implement innovative communication channels and feedback mechanisms that promote agility, inclusivity, and continuous improvement.
Communication Strategy	• Develop strategic communication frameworks that align with complex organisational goals, policy environments, and stakeholder expectations. • Lead multidisciplinary teams in designing and delivering integrated communication programs informed by data and performance metrics. • Translate business needs into targeted messaging strategies that support brand positioning and reputation management. • Conduct stakeholder research and audience analysis to inform campaign design and engagement approaches. • Evaluate the effectiveness of communication activities using evidence-based methodologies and apply insights to refine future strategies.
Public Affairs & Media	• Manage high-profile media relations and public affairs functions, including issues management and ministerial communications. • Oversee the development and execution of public education and behaviour change campaigns across diverse platforms and audiences. • Craft compelling narratives and media content that reflect organisational values and respond to emerging risks.

	• Build and maintain a strong digital presence through proactive social media strategies and reputation-enhancing content. • Coordinate public events and executive engagements that advance strategic objectives and foster stakeholder trust. • Monitor domestic and international trends in public affairs and apply best practices to strengthen the Authority's external positioning.
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Key Stakeholders

The below table shows the internal and external relationships that will be necessary in this role

Relationship	Relationship Requirement and Objective
Internal	
Chief Executive Officer and the Board	• Support Executive General Manager, Corporate Affairs, Communications and Engagement by preparing updates and reports for Chief Executive and the Board.
Executive General Manager, Corporate Affairs, Communications and Engagement	• Establish clear communication and regular reporting with the Executive General Manager, Corporate Affairs, Communications and Engagement. • Provide timely, accurate updates to Executive General Manager, Corporate Affairs, Communications and Engagement to inform decisions.
General Manager, Project Communications	• Establish communication and reporting mechanisms to ensure a consistent, coordinated approach and provide high-level strategic advice across all communication activities.
General Manager, Government Affairs	• Establish communication and reporting mechanisms to ensure a consistent, coordinated approach and provide high-level strategic advice across all communication activities.
External	
Media Outlets	• Cultivate strong relationships with media outlets, to facilitate positive coverage and maintain the Agency brand and reputation.

Core Capabilities

Core capability as a member of the executive team	
Stakeholder Engagement	• Engage with diverse stakeholders across and outside the organisation, including local councils, state governments, community units, First Nations communities and local businesses. • Adapt tone and information to suit the audience, including appropriately translating technical information into strategic advice to inform decision makers. • Support the management of complex external partnerships and delivery arrangements.

Proactive Risk Management	• Anticipate and address risks early, embedding mitigation strategies into operations. • Adjust plans and approaches in response to emerging risks to maintain team and organisational resilience. • Collaborate across teams to ensure a shared understanding of risk and promote a culture of risk awareness.
Strategic Thinking and Problem Solving	• Align your teams' priorities and activities with the Authority's strategy and target outcomes. • Communicate your teams' strategic priorities, including impacts and contingencies on other teams. • Apply innovation, critical and analytical thinking to solve problems. • Make and communicate robust decisions in a timely manner.
Professional Capabilities	• Bring experience in managing complex projects. • Manage the budget and financial reporting of your teams.
Leadership	• Lead people effectively, fostering their development and growth. • Model and uphold the Authority's culture and values. • Create an environment of high performance. • Hold ownership of the team and their deliverables.

Behavioral indicators

The following behavioural indicators are key attributes that will be require for this role to succeed

Behavioral indicators as a member of the executive team	
Collaboration	• Work across teams and organisational units, supporting integration and avoiding siloed approaches. • Seek and be open to new information, perspectives and expertise from others. • Collaborate on shared initiatives when required.
Adaptability	• Be comfortable operating in complex and dynamic environments. • Adjust plans and priorities in response to changing project scope or requirements. • Support teams to build resilience to change.
Communication	• Leverage your expertise to share insights, concerns, and ideas constructively to support better decision-making. • Communicate openly and consistently within your teams and across the broader Authority.
Efficiency	• Promote an outcomes-focused culture of efficiency and effectiveness within your teams. • Prioritise tasks, manage time effectively, and optimise resources to meet delivery goals. • Monitor progress and adjust workflows to sustain momentum and ensure accountability.

Eligibility Requirements

Employment with the Authority is subject to conditions prescribed within the [Public Service Act 1999](#) included

Requirement	Details
Citizenship	Must Australian citizen to be eligible for employment with the Authority.
Qualification	Degree or equivalent working experience.
Pre-Employment Screening	National Police check is a mandatory requirement
Security Clearance	Baseline

Values - High Speed Rail Authority

At the High Speed Rail Authority, our values guide the way we work together and how we deliver for our people, partners, and communities



Australian Government
High Speed Rail Authority



Our Values



Safety and wellbeing

In work and delivery, safety is everyone's responsibility. We value wellbeing and foster a culture where teams thrive.



Teamwork and respect

Our people and culture drive our success. We respect each other, value differences and work together to create a positive and productive workplace.



Accountability and integrity

We own our actions and our commitments. We build trust through honesty, transparency and ethical choices.



Agile and learning

We are efficient, flexible and responsive, enabling clear decisions. We look for improvements, learn, adapt and embrace change.



Impact and innovation

Our work has purpose. We work together to solve problems, create sustainable solutions and make a lasting difference for Australians.