



General Manager, Project Communications

Division:	Corporate Affairs, Communications & Engagement
Reporting to:	EGM Corporate Affairs, Communications & 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 project communications and engagement activities that promote organisational alignment and build public confidence. The role drives strategic messaging and inclusive stakeholder engagement to enable successful project delivery.

Key Responsibilities

Key Responsibilities Include:

Internal Communication (Project)

- Develop and implement project communication strategies that inform strategic decision-making, align with organisational priorities, and manage the release of public information across multiple channels.
- Lead, motivate, and develop a multidisciplinary project communications team by providing clear direction, managing performance, and fostering a collaborative, accountable culture.

Community Engagement

- Design and execute community engagement programs that deliver timely, transparent information and facilitate informed input throughout all stages of project planning and delivery.
- Manage a high volume of engagement activities for residents and landowners impacted by property acquisition, maintaining a consistent and transparent experience.
- Identify and mitigate community engagement risks, offering strategic advice to senior leadership on high-impact situations

Program-Specific Community Engagement

- Lead the development and oversight of engagement frameworks, systems and tools to track engagement
- Drive co-design and corridor engagement with communities, meeting key milestones from initial planning through to acquisition and delivery.
- Deliver practical, accessible engagement programs tailored to specific project phases to support planning, minimise issues, and build community understanding of project objectives and impacts.
- Coordinate engagement efforts with internal project teams to maintain alignment with programme goals and timelines.
- Establish and maintain trusted relationships with a wide network of internal and external stakeholders, including the HSRA Executive and Minister's Office.

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

Capability	Skills and experience with the ability to
Internal Communication (Project)	• Shape communication approaches that support strategic decision-making in complex, multi-stakeholder environments. • Deliver high-quality public-facing content across diverse channels, ensuring clarity, accessibility, and alignment with organisational standards. • Lead multidisciplinary teams with a focus on performance, accountability, and collaboration/ • Apply judgement and insight to manage reputational risks and ensure consistent messaging across project phases. • Adapt communication strategies to meet evolving project needs, stakeholder expectations, and organisational priorities. Influence senior stakeholders through clear, evidence-based advice that supports alignment and decision-making
Community Engagement	• Design inclusive and transparent engagement programs that build trust and support informed community input. • Manage sensitive interactions with impacted communities, particularly in the context of property acquisition. • Identify and mitigate community engagement risks through proactive planning and strategic advice. • Apply knowledge of planning approvals and regulatory frameworks to ensure compliant engagement practices.
Program-Specific Community Engagement	• Manage the governance and engagement framework, aligning it with industry best practices. • Manage governance and engagement framework and ensure it aligns with best practices • Lead co-design processes with communities, ensuring engagement is meaningful and aligned with project milestones. • Deliver tailored engagement activities that reflect the specific needs and phases of infrastructure programs. • Coordinate closely with internal project teams to ensure engagement efforts are integrated and timely. • Translate complex technical information into accessible content for diverse audiences.

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, Corporate & Public Affairs	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	
External partnerships and contractors	Seek short term capacity support for broader community engagement, particularly during property acquisition and consultation.
Community stakeholders and organisations	Inform customers, community organisations, government bodies and other stakeholders of relevant information and updates.

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 required 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



The graphic features the Australian Government High Speed Rail Authority logo in the top left, which includes the Australian coat of arms and the text 'Australian Government' and 'High Speed Rail Authority'. To the right is a stylized yellow high-speed train on a dark blue track. Below these elements, the title 'Our Values' is prominently displayed. Underneath the title are five circular icons, each representing a core value: hands holding a heart for safety, hands shaking for teamwork, a checklist with a magnifying glass for accountability, a network of nodes for agile learning, and a lightbulb with a plant for innovation. Each icon is followed by its respective value name and a brief description of that value.

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.