

POSITION DESCRIPTION	
TITLE	Digital Communications and Brand Manager
TEAM	Global Research and Analysis
REPORTS TO	Head of Communications
ROLE TYPE	Full-time (On-going)
LOCATION	Australia
DIRECT REPORTS	N/A

HOW YOU CONTRIBUTE	
The Global Research and Analysis team brings together the Institute's technical research, thought leadership, strategic partnerships, public affairs and communications functions. Within it, the Communications team translates the Institute's research, expertise and regional activities into clear, credible and audience-focused communications. The Communications team protects and strengthens the Institute's brand, manages its principal digital channels, supports media engagement, and extends the reach and value of the Institute's content. Working closely with technical and regional colleagues, it delivers integrated communications that support the Institute's strategic objectives and helps shape global and regional carbon management priorities.	
YOUR ROLE	The Digital Communications and Brand Manager is responsible for leading the Institute's digital communications ecosystem, ensuring our digital channels deliver an engaging, intuitive and brand-aligned experience for members and external audiences. The role has primary responsibility for the strategic development, governance and optimisation of our corporate website, member portal and digital assets, ensuring content reaches the right audiences through well-designed user journeys and an exceptional digital experience. Working as a trusted thought partner within the Communications team, the Digital Communications and Brand Manager proactively identifies opportunities to strengthen digital engagement, improve performance through data and insights, and introduce new ideas and approaches that enhance our communications impact. The role brings together digital and non-digital campaign delivery, writes and optimises content, manages the effective operation of social channels, uses data to improve performance, and works with external agencies and suppliers to deliver high-quality brand and digital outcomes. As the Communications team's APAC-based representative, the role also delivers proportionate regional media engagement in coordination with the Head of Communications.
RESPONSIBILITIES	Digital and Brand Delivery • Implement agreed digital communications and brand plans, ensuring campaigns and content are coordinated and delivered coherently across digital and non-digital channels. • Act as the day-to-day custodian of the Institute's brand, supporting consistent application of its visual identity, tone of voice and messaging. • Work with creative and digital agencies to brief, develop and deliver high-quality, brand-aligned campaigns, assets and digital solutions.

- Provide practical guidance, templates and standards that help colleagues and suppliers produce effective, audience-focused and brand-aligned communications.

Website and Digital Channel Management

- Influence and drive delivery of the agreed web roadmap, implementing prioritised improvements to the corporate website and member portal in line with communications objectives and audience needs.
- Manage the day-to-day operation, performance and continuous improvement of the website, member portal and related digital channels within agreed priorities and governance requirements.
- Develop digital requirements in consultation with Communications colleagues and internal stakeholders, manage external developers and suppliers, and coordinate releases, user acceptance testing and quality assurance.
- Recommend and implement improvements to user journeys, information architecture, accessibility, search optimisation and the overall digital experience.
- Ensure website and portal content is accurate, accessible, user-focused and aligned with brand standards, supported by effective publishing workflows and content governance.

Digital Content and Editorial

- Research, write and edit clear, engaging content for the Institute's website, social channels, newsletters, campaigns and other digital communications, translating technical and policy material for different audiences while maintaining accuracy and credibility.
- Partner with Communications colleagues and teams across the Institute to adapt and optimise content for digital audiences and maintain consistency across channels.
- Lead day-to-day digital editorial and campaign planning and delivery within agreed communications priorities, identifying opportunities to strengthen digital storytelling, search visibility, audience reach and engagement.
- Manage and develop the Institute's digital asset library, ensuring assets, templates and guidance are current, accessible and aligned with brand standards.

Social Media and Audience Engagement

- Manage the effective and efficient operation of the Institute's social media accounts and platforms, using them to amplify the organisation's voice, expertise and mission.
- Plan, write, schedule and publish social content in line with editorial priorities, channel objectives and approval processes.
- Assess options and recommend a fit-for-purpose social media management tool and lead its implementation to improve planning, governance and measurement.
- Monitor audience engagement, channel performance and emerging digital and social trends, identifying opportunities and escalating potential issues where appropriate.

Analytics and Performance

- Monitor and analyse performance across websites, social media and other digital channels.
- Monitor performance against agreed measures and develop clear reports and insights that inform communications planning and continuous improvement.

	- Use data and audience insights to optimise content, user experience and channel effectiveness. APAC Media Engagement - Coordinate proactive and responsive media engagement in APAC in close consultation with the Head of Communications and in support of agreed global and regional priorities. - Maintain relationships with priority regional media and identify communications opportunities or emerging issues. - Prepare media materials, coordinate interviews and monitor regional coverage. Values, Culture and Operations - Administration and support activities to ensure smooth delivery and operations. - Contribute to the Institute's culture by embodying our Values and Behavioural Competencies. - Other related duties as required.
QUALIFICATIONS	Essential - Tertiary qualification in communications, digital communications, marketing, journalism, public relations or a related discipline, or equivalent relevant experience. - Demonstrated experience managing websites and digital communication platforms within a corporate, membership or similarly complex environment. - Demonstrated experience working with external digital and creative agencies, developers or specialist suppliers to deliver digital and brand projects. Desirable - Relevant certification or training in web analytics, accessibility, SEO, UX or content design, or digital project management. - Experience in carbon management, minerals, energy or similar industry.
ATTRIBUTES	- Curious and forward thinking - Creative - Adaptable - Collaborative - Humility - Self-motivated - Results-focused
SKILLS	Essential - Excellent writing, editing and proofreading skills, including the ability to translate complex technical and policy material into clear digital content. - Demonstrated experience managing corporate websites, content management systems and digital channels. - Experience delivering web roadmaps and managing external suppliers, development requirements, testing and releases. - Strong understanding of digital brand application, content governance and quality assurance. - Working knowledge of user experience, information architecture, SEO and web accessibility. - Confidence using web and social analytics to assess performance and recommend improvements. - Basic HTML and CSS literacy; advanced coding is not required. - Strong project, stakeholder and supplier management skills, with sound judgement and excellent attention to detail. Desirable

	• Experience supporting media engagement or journalist relationships, particularly in APAC. • Familiarity with GA4, Google Tag Manager, Search Console, dashboarding, digital asset management, social publishing and monitoring tools, and email platforms. • Experience planning, producing and evaluating social media content.
ADDITIONAL INFORMATION	• Primarily remote • Occasional travel required

OUR VALUES AND BEHAVIOURAL COMPETENCIES		
Our Values and Behavioural Competencies define the culture we're building at the Institute, grounded in respect, accountability, and collaboration. They guide how we collaborate to deliver impact for CCS and drive positive global change. Upholding 'above the line' behaviours reinforces this culture, while calling out 'below the line' behaviours helps protect it – as individuals, in teams, and across functions. Together, these expectations shape how we show up, support one another, and contribute to a positive, high-performing workplace.		
VALUES	QUALITY	We strive for excellence in all that we do. We are a trusted, knowledgeable and responsive organisation known for exceptional advice and service delivery.
	COLLABORATION	We work cooperatively and our teamwork goes beyond organisational and geographic boundaries to achieve exceptional results.
	INTEGRITY	We hold ourselves to the highest standards in all we do. Our actions and communications are responsive, ethical and respectful of diversity.
BEHAVIOURAL COMPETENCIES	COLLECTIVE STRENGTH	You actively develop and leverage the Institute's collective strength.
	ACCOUNTABILITY	You hold yourself and others accountable.
	GROWTH MINDSET	You seek ways to continuously learn and improve.
ABOVE THE LINE BEHAVIOURS		BELOW THE LINE BEHAVIOURS
- Demonstrates openness and curiosity - Collaborates effectively and engages proactively with others - Responds promptly and takes accountability for their actions and decisions - Looks for opportunities to improve processes and practices - Communicates clearly and appropriately, adapting their style to suit the audience - Values others' input when making decisions and acts with integrity, humility, and honesty - Engages in difficult or challenging conversations in a respectful and productive way		- Displays defensiveness and negativity - Makes excuses or places blame on others - Avoids accepting responsibility or accountability - Criticises others unnecessarily - Works in isolation without collaboration - Produces work of poor quality - Misses deadlines and key milestones - Withholds information and feels threatened when asked for clarification - Demonstrates ineffective communication skills - Spreads gossip or speaks unfavourably about others