

Candidate Pack

Manager External Affairs and Partnerships

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Applications close:	Friday May 16, 2025
Shortlisting:	W/C Monday June 2, 2025

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Greater Whitsunday Alliance VALUES

PURPOSE

- ▶ GW3 are future-focused super-connectors driving sustainable economic growth for the Greater Whitsunday region.



LEADING ROLE



COLLABORATE



INFORM



ADVOCATE



ATTRACT

VALUE STATEMENT

- ▶
 - Lead with integrity and compassion
 - Approach every day with curiosity
 - Drive evidence-based innovation
 - Show commitment to collaboration
 - Understand global, deliver regional value



2024-2027 STRATEGIC AMBITIONS SUMMARY



PURPOSE

GW3 are future-focussed super-connectors driving sustainable economic growth for the Greater Whitsunday region

ROLE

GW3 drives economic development in the region in the following ways:

- ADVOCATE**
Be a strong voice for economic development opportunities on behalf of the region.
- COLLABORATE**
Convene, partner and facilitate alignment of key stakeholders to advance collective objectives.
- ATTRACT**
Support investment, funding and business growth in the region.
- INFORM**
Continually build the region's economic evidence base to inform stakeholders and strategic decision making.

CORE SECTORS

Core sectors are the backbone of our economy and reflect our regional economic identity.



MINING & METS



TOURISM



AGRICULTURE & AQUACULTURE

ACCELERATORS

GW3 have identified five strategic accelerators that exist across all sectors; are interconnected, and underpin economic growth in Greater Whitsunday.



DECARBONISATION

Activate and lead decarbonisation activities for the region.



DIGITAL

Activate Greater Whitsunday Digital Roadmap recommendations to improve connectivity, accelerate technology adoption, and innovation and enhance digital skills.



DIVERSIFICATION

Lead the attraction and activation of diversification opportunities for the region.



INFRASTRUCTURE, ENERGY & WATER

Ongoing focus on infrastructure, energy and water opportunities that close gaps and meet our Purpose and Ambitions.



WORKFORCE DEVELOPMENT

Activate and lead workforce development initiatives to ensure a dynamic, responsive, and future-ready workforce.

PROGRAMS

Targeted programs with distinct focus to address specific regional needs and challenges.



ISAAC BUSINESS CHAMBER

Support establishment of the Isaac Business Chamber for a three-year period.



GRANT PROGRAM

Connect the region's businesses with grants and funding support.



Position Description

Manager External Affairs and Partnerships

Position Title: Manager External Affairs and Partnerships
Reports to: Chief Executive Officer
Office Location: Mackay, Queensland

Purpose of the Position

Greater Whitsunday Alliance (GW3) is the peak independent, economic development organisation for the Mackay, Isaac, Whitsunday region.

The organisation is a strategic and coordinated point of contact for local, national and international networks and advocates for projects and opportunities from both government and the private sector. Greater Whitsunday Alliance also delivers a range of economic development focused projects to help support and promote prosperity across the broader region.

Greater Whitsunday Alliance is the parent company of C-Res. C-Res is a cost neutral entity, operating as a social enterprise in some of Australia's most remote mining communities.

About the Role

The Manager External Affairs and Partnerships reports to the CEO and leads GW3's reputation management, and advocacy program for key GW3 and regional initiatives to deliver the GW3 Strategic Ambition Summary. The delivery of communication and marketing activities will also fall into this portfolio. Additionally, the Manager will also manage existing strategic key partners and identify and curate relationships potential partners aligned with GW3 core values and role.

The Manager External Affairs and Partnerships will ensure coordination and collaboration opportunities are maximised within the communication and marketing team, management team and other GW3 workstreams.

Responsibilities include, but are not limited to:

- Maintain ongoing relations with key external stakeholders (both government and industry) and build positive and effective relationships to influence positive outcomes for GW3 Strategic Ambitions and the broader Greater Whitsunday region.
- Play a key role in the execution of stakeholder engagement plans, the delivery of organisational marketing and communications plans and other special project activities.
- Integrate an external affairs lens the delivery of GW3 workstreams.
- Identify and curate new key partnership opportunities that promote the strengths of the organisation with external key decision makers.
- Manage existing partnership relationships including reporting and governance.
- Manage partnership revenue.



Role Specific Capabilities:

Organisational

- Understands and builds relationships with key internal and external stakeholders, and keeps pace with the changing business environment and key market drivers.
- Understands and communicates the organisation's vision, core role and ambitions.
- Work with others to best channel resources and organisational capability, and provide clarity to the organisation regarding the execution of:
 - Ambitions Summary
 - Annual budget
 - Project budgets and project plans of the staff that report to you and those for the organisation as a whole.
- Coordinates and has oversight of associated reporting and acquittals (if applicable).

Leading People

Team Leadership

- Leads by example and models organisation values and purpose.
- Generates persuasive leadership around common goals to individuals and teams.
- Removes barriers and sources solutions.
- Motivates teams and drives outcomes.

People Management

- Supports people to gain experience and upskill, mentor and coach individuals.
- Works with individuals to set clear, specific, challenging but achievable goals.
- Collaboratively sets team deliverables and outcomes; and monitors performance.

Operational Performance

- Leading strategic projects from problem definition and analysis to recommending solutions with support from the CEO and other leadership team members.
- Provision of regular strategic insights, expert advice and reporting on government priorities as they relate to the positioning and direction of GW3 Ambitions.
- Ensure that sustainable, customer focused, quality services are delivered to meet the needs of stakeholders and milestone deliverables are met.
- Monitor key metrics to understand if strategic goals and budget needs have been met and opportunities to collaborate have been maximised.
- Build a continual improvement culture that monitors, manages and aligns to key milestones as identified in the Ambitions Summary.

Strategic objectives

- Add value to strategic planning process and the organisation's strategy.
- Identify areas of risk or opportunity that may shape the ongoing strategy and direction of the organisation.

Qualifications and Experience

- Formal qualification in communications, public affairs, journalism, public policy, political science, economics, business or a related field or relevant experience.



- Minimum of 3-5 years' experience in government relations, policy, public affairs and or communications.
- Demonstrated and high level conceptual and innovative problem-solving skills for managing conflicting priorities and developing, implementing and monitoring recommendations and advice on policies, communications, strategies and solutions across complex areas.
- Excellent understanding of government relations at all levels of government and industry.
- Demonstrated experience in liaising and negotiating with senior executives and advising on approaches to stakeholder engagement and building constructive, trusted and effective relationships.
- Experience and comfort working in a fast moving and high-pressure working environment with competing priorities, characterised by tight and at times, unexpected deadlines.