



Thank you for your expression of interest in the position of **Communications Officer** at the NACC NRM. Please find below:

- Position Description
- Application requirements

POSITION OVERVIEW

Position Title	Communications Officer
Position Location	Geraldton
Employment Status	Up to 0.5 FTE
Contract Agreement	As per the conditions of the NACC Enterprise Agreement (2013)
Classification and Salary	A1 - A6 (\$59,650 - \$70,376) NACC Enterprise Agreement (2013)
Contract Term	12 months from contract start date, with possibility of extension
Reports to	CEO
Positions under Direct Supervision	nil

KEY RESPONSIBILITIES

NACC NRM is seeking a dynamic communications professional with a passion for the environment to join our team.

To be successful in this role, you will draw on your passion for the environment and for communicating to develop and implement effective communication strategies and activities to share NACC NRM's stories and program outcomes.

You will also be responsible for supporting project technical staff to deliver project-specific communications, and you will also deliver organisation-wide communications that continue to build our corporate profile.

The position is responsible for establishing and managing relations with media, partners and government representatives within the Northern Agricultural Region. The position is at the frontline of developing strategies, and products which include print and electronic media, to drive our organisational objectives around increasing awareness about NRM generally and NACC NRM's project work specifically.

KEY DUTIES

Communication	<ul style="list-style-type: none"> • In association with program coordinators, develop and maintain an organisational communications plan ensuring communications activities align with strategic vision. Consideration of all media types, including use of social media. • Develop and/or update key organisational documents and brochures. • Assist in the development of a corporate brand and support staff to implement across the organisation. • Coordinate major community awareness raising and educational events, including the development of related appropriate materials. • Responsible for updating and maintaining website. • Coordinate production of Annual Report including writing copy (with support from program staff), sourcing photographs, manage design and electronic distribution. • Influence effective community engagement by researching and identifying the specific issues, needs and interests of target audiences throughout the region to best support timely and relevant consultation mechanisms. • Provide advice and direction regarding commercially viable and marketable community engagement strategies and approaches that proactively position NACC NRM as a leader in community engagement.
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Media	<ul style="list-style-type: none"> • Prepare regular media releases on NACC events, programs, achievements. • Responsible for production and distribution of monthly e-newsletter. • Research information and prepare speeches and responses to media reports and input into presentation material. • Monitor media for information relevant to NACC NRM activities and analyse media coverage to assess and evaluate objectives and strategies in relations to use of the media. • Establish and maintain regular contact and professional working relationships with journalists in the print and electronic media. • Liaises with stakeholders, local government and other agencies for joint promotional activities. • Implement social media elements as approved in communications plan.
Organisation wide responsibilities	<ul style="list-style-type: none"> • Uphold NACC’s Mission, Vision and Values, and contribute positively to NACC’s organisational culture of excellence. • Adhere to NACC’s Staff Code of Conduct, and all NACC policies and procedures with particular attention given to OH&S. • Apply relevant safety procedures/guidelines and equal opportunity principles to performance of work. • Assist in the delivery and development of NACC’s Reconciliation Action Plan. • Participate in work plan development and performance reviews as required. • Undertake required extensive travel and overnight stays as required to fulfil duties. • Undertake other duties as may reasonably be expected, or as directed by the CEO (or equivalent).

Note: This duty statement is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.

SELECTION CRITERIA

Essential

- Demonstrated commitment to and passion for natural resource management, and the organisational values of NACC NRM.
- Demonstrated experience in journalism, mass media, communications, and/or public relations.
- Proven ability to write clear and concise media releases and newsletters under pressure to meet deadlines.
- Ability to build and maintain networks for source material, and establish effective networks for dissemination of information.
- Ability to be a valued member of a highly skilled team and assist them to translate complex science and policy into ‘what does it mean for me’ language for the community of the Northern Agricultural Region.
- Experienced in website management (WordPress), newsletter production (MailChimp), social media management (Facebook and Twitter), event planning and management, and production of promotional material.
- Ability to develop media and other communication strategies for various target audiences and tackling sometimes complex issues.
- Proficient in the use of Microsoft Office and desktop publishing software.
- Current “C” Class Drivers License

I have read and understand the requirements of the role as detailed in this job description form. I will undertake the role as described to the best of my ability and hereby accept the responsibilities and duties for the position as described on this job description form.

Signed by: (Appointee's signature). Date:/...../.....

APPLICATION REQUIREMENTS

- Visit the NACC website jobs section, and download the JDF and application information.
- Complete a Cover Letter expressing your interest and suitability for the advertised position.
- Complete a written response clearly addressing and highlighting all the areas outlined under the Selection Criteria. This includes the essential and desirable qualifications, skills and experience*
- Submit your (i) Cover Letter, (ii) Resume/Curriculum Vitae which summaries your experience, and (iii) Statements addressing the Selection Criteria.

** Applications that do not include a completed Cover Letter, or that do not address the Selection Criteria will not be accepted.*

For further information or to submit your application, please contact NACC CEO Katherine Allen on 08 9938 0100 or katherine.allen@nacc.com.au – ensuring you place the title of the position in the “Subject” line of your email. Incomplete or late applications cannot be accepted.

APPLICATIONS CLOSE: MONDAY, 9 December 2019 10am WST

Application Tips: (The following is suggested to assist you in writing your statement addressing the application.)

- For each of the criterion, draw on your previous experience to write a brief statement that describes a situation in which you successfully utilised the skill or attribute to achieve a successful outcome.
- The examples can be from your previous work experience, studies or general life experience and should contain a description of the situation, an outline of the action you took, how the skill or attributes assisted you and the end result of the action. In some instances one statement may address more than one criterion, although this needs to be indicated.
- It is intended that the final statement addressing all criteria should be about 4 - 6 pages in length or approximately half a page to a page per criterion, although the content is far more important than the volume.