

# Media and Communications Manager Position Description

## Context

<b>Managers</b>	Corporate Affairs Manager
<b>Division</b>	Corporate Affairs
<b>Location</b>	CSO
<b>Tenure</b>	Ongoing
<b>Career Level</b>	Career Level 4

## Primary Objectives

<b>Organisational</b>	<p>VicForests is a Victorian State-owned business responsible for the sustainable harvest, regeneration and commercial sale of timber from Victoria's public forests on behalf of the Victorian Government.</p> <p>We undertake all of our operations in a safe, efficient and sustainable manner, keeping our staff, the community and the environment in mind in all we do.</p> <p>We are an active member of the communities in which we operate and we are committed to giving stakeholders the opportunity to have input into our forestry practices.</p>
<b>Role</b>	Key position managing VicForests ongoing media and communications and supporting stakeholder engagement activities.

## VicForests Values

<b>SAFE</b>	We aim for zero harm in all that we do
<b>SUSTAINABLE</b>	We respect and care for our environment and the communities in which we operate
<b>PROFESSIONAL</b>	We operate in an ethical, efficient and accountable manner
<b>CUSTOMER FOCUSED</b>	We are responsible in our commercial dealings
<b>RESPECT</b>	Treat others as you wish to be treated

## Key Result Areas

The KRA's are the major outputs for which the position is responsible for and are not a comprehensive statement of the position activities. You may however, be required to undertake other duties and responsibilities from time to time, in addition to or as variations of the duties and responsibilities of the position.

- Produce written content for a range of mediums and audiences including newsletters, brochures, media releases, social media and presentations and manage associated budgets Management of media and advice including media releases, media communications plans, traditional and social media monitoring and reporting, determining media training requirements for senior staff and manage associated budgets
- Produce and communicate communication and media plans to communicate issues and actions internally
- Build relationships with important internal and external stakeholders including liaison with VicForests Senior Management Team members, key journalists and communications colleagues in relevant government and departmental agencies
- Responsible for internal communications strategy and execution
- Responsible for the management and maintenance of the VicForests image library
- Responsible for developing communications section of Business Plan
- Responsibility to prioritise communications and media engagement tasks
- Undertake key communications activities as required for the business
- Responsible for the maintenance of and strategic direction of VicForests website and online presence
- Maintain and manage key administration documents including Communications instructions
- Support VicForests community engagement efforts
- Perform duties in a manner that ensures the health and safety of yourself and others. Ensure that all incidents and hazards are reported in a timely manner
- Take responsibility for performing the role in accordance with all relevant systems requirements
- Identify and communicate key risks and ensure risk management processes are followed.

## Selection Criteria - Core Capabilities

Qualifications	Essential / Desirable
Tertiary qualifications in Journalism, Communications or equivalent work experience	Essential
Three or more years' experience in a communications role dealing with contentious issues and a changing environment	Desirable
Current Victorian Driver's License with ability to travel if required	Essential

Experience	Competencies acquired through experience
Communication Skills	<ul style="list-style-type: none"> <li>▪ Ability to write in different styles and understand audience interest and needs</li> <li>▪ Ability to interpret and simplify complex information</li> <li>▪ Ability to identify important issues and communicate them effectively</li> <li>▪ Exposure to the maintenance of website/online/digital mediums</li> <li>▪ Demonstrated attention to detail in written communication.</li> </ul>
Project Management	<ul style="list-style-type: none"> <li>▪ Ability to plan and develop appropriate communications for project management</li> </ul>

Stakeholder and Issue Management	<ul style="list-style-type: none"> <li>Ability to identify issues and key stakeholders impacted by issues</li> <li>Able to develop good working relationships with various stakeholders</li> <li>Ability to influence and negotiate with internal and external stakeholders on management of key issues</li> </ul>
Natural Resource Management	<ul style="list-style-type: none"> <li>Understanding of the concepts of sustainable resource management</li> <li>Recognition of the three pillars of sustainability – environmental, social and economic.</li> </ul>

Attributes	Behaviours
Written Communication	<ul style="list-style-type: none"> <li>Prepares briefs, letters, emails and reports using clear, concise and grammatically correct language;</li> <li>Ensures written communication contains necessary information to achieve its purpose;</li> <li>Uses appropriate style and formats.</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>Seeks all relevant information for problem solving;</li> <li>Investigates and probes for the facts;</li> <li>Liaises with stakeholders;</li> <li>Analyses issues from different perspectives and draws sound inferences from information available;</li> <li>Identifies and proposes workable solutions to problems.</li> </ul>
Detail Focus	<ul style="list-style-type: none"> <li>Observes fine details;</li> <li>Identifies gaps in information;</li> <li>Looks for logical sequences of information;</li> <li>Highlights practical considerations of plans and activities.</li> </ul>
Resilience	<ul style="list-style-type: none"> <li>Perseveres to achieve goals, even in the face of obstacles;</li> <li>Copes effectively with setbacks and disappointments;</li> <li>Remains calm and in control under pressure;</li> <li>Accepts constructive criticism in an objective manner, without becoming defensive.</li> </ul>
Relationship Building	<ul style="list-style-type: none"> <li>Establishes and maintains relationships with people at all levels;</li> <li>Promotes harmony and consensus through diplomatic handling of disagreements;</li> <li>Forges useful partnerships with people across business areas, functions and organisations;</li> <li>Builds trust through consistent actions, values and communications;</li> <li>Minimises surprises.</li> </ul>
Initiative and Accountability	<ul style="list-style-type: none"> <li>Proactive and self-managing;</li> <li>Seizes opportunities and acts upon them;</li> <li>Takes responsibilities for own actions.</li> </ul>

## Further Information

Long periods of sedentary desk/computer duties may be required as part of this role.

You may be required to work independently, with minimal supervision in isolated and physically demanding environments.

Some long distance travel and overnight stays may be required in country locations.

VicForests employees may be required to contribute to fire and emergency management responsibilities

External applicants will be subject to a probation period of 3 months.

All applicants must have the right to work in Australia, supporting evidence may be requested.

Please note that in accordance with VicForests onboarding processes, new employees will need to provide information of their motor vehicle driving & insurance history and disclose any medical conditions or pre-existing injuries that can affect job and driving performance.

In addition, if this role requires a Financial Delegation or regular access to confidential information, a Police Background check will be required.

If this role requires regular contact with vulnerable people (particularly children), a Working With Children's Check will be required.

For further information about this role, please contact HR on 9608 9520 or [vf.careers@vicforests.com.au](mailto:vf.careers@vicforests.com.au)

### To be completed on offer / acceptance of a role:

I accept the Position Description as stated and the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to positions descriptions will be in accordance with the position classification and consistent with the purpose for which the position was established.

Name: \_\_\_\_\_

Position Location: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_