

Communications Lead Position Description

Context

Manager	Manager Stakeholder Engagement & Corporate Communications
Division	Corporate Affairs
Location	Melbourne
Tenure	Fixed-term (3 years) / Full-time
Career Level	Level 5

Primary Objectives

Organisational	<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>
Role	Key position with oversight and guidance of VicForests written content, communications collateral and strategic communications plans and materials.

VicForests Values

SAFE	We aim for zero harm in all that we do
SUSTAINABLE	We respect and care for our environment and the communities in which we operate
PROFESSIONAL	We operate in an ethical, efficient and accountable manner
CUSTOMER FOCUSED	We are responsible in our commercial dealings
RESPECT	We treat others in a manner that we would like 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.

- Oversight of media content, responses and advice including releases, media communications plans, monitoring and reporting
- Produce written content for a range of mediums and audiences including newsletters, brochures, media releases and presentations
- Produce communication plans and strategies, and ensure that these plans are outlined clearly to key internal stakeholders
- Support VicForests' multimedia presence, including its video content, website and through other online industry portals
- Specialist writing as required for reports, briefing notes and other materials across the business, particularly in support of the CEO and Executive
- Responsible for internal communications strategy and execution
- Input to, and support of, the maintenance and direction of VicForests' website and online presence
- Oversight of management and maintenance of the VicForests image library
- Maintain and manage key administration documents including the VicForests Media and Issues Bank, Communications Calendar and Communications Register
- 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
- Provide senior input to other communications collateral as required, and undertake key communications activities as required for the business
- 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	Desirable
Three or more years' experience in a communications role or roles, dealing with contentious issues and a changing environment	Essential
Current Victorian Drivers Licence with ability to travel	Essential

Experience	Competencies acquired through experience
Communication Skills	<ul style="list-style-type: none"> ▪ Ability to prepare media information, including media releases, media responses, etc ▪ Ability to write and present in different styles and understand audience interest and needs ▪ Ability to interpret and simplify complex information ▪ Ability to identify important issues and communicate them effectively ▪ Demonstrated attention to detail in written communication.
Strategic Media & Communications Skills	<ul style="list-style-type: none"> ▪ Ability to guide and deliver Media and Communications Plan ▪ Plan and develop appropriate communications for key projects

Natural Resource Management	<ul style="list-style-type: none"> ▪ Understanding of VicForests key activities ▪ Understanding of the concepts of sustainable resource management
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Attributes	Behaviours
Written Communication	<ul style="list-style-type: none"> ▪ Ensures media information, newsletters, and other collateral is delivered using clear, concise and vibrant language; ▪ Ensures information is accurate and grammatically correct; ▪ Ensures technical information is communicated clearly and in a form that is easily understood; ▪ Ensures written communication contains necessary information to achieve its purpose; ▪ Uses appropriate style and formats.
Detail Focus	<ul style="list-style-type: none"> ▪ Observes fine details; ▪ Identifies gaps in information; ▪ Looks for logical sequences of information; ▪ Highlights practical considerations of plans and activities.
Relationship Building	<ul style="list-style-type: none"> ▪ Establishes and maintains relationships with people at all levels; ▪ Promotes harmony and consensus through diplomatic handling of disagreements; ▪ Forges useful partnerships with people across business areas, functions and organisations; ▪ Builds trust through consistent actions, values and communications; ▪ Minimises surprises.
Initiative and Accountability	<ul style="list-style-type: none"> ▪ Proactive and self-managing; ▪ Takes responsibilities for own actions.
Resilience	<ul style="list-style-type: none"> ▪ Perseveres to achieve goals, even in the face of obstacles; ▪ Copes effectively with setbacks and disappointments; ▪ Remains calm and in control under pressure; ▪ Accepts constructive criticism in an objective manner, without becoming defensive.
Problem Solving	<ul style="list-style-type: none"> ▪ Seeks relevant information for problem solving; ▪ Identifies and proposes workable solutions to problems.

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 may 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

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: _____