



NORTH CENTRAL
Catchment Management Authority
Connecting Rivers, Landscapes, People

POSITION DESCRIPTION

Unit:	Communications
Position Title:	Media and Communications Coordinator
Reports to:	Corporate Support Manager
Location:	Huntly
Classification:	Band 6 (Base Salary \$68,538 - \$75,002)
Employment Status :	Full-time
Hours of work:	38 per week
Date :	January 2015
Ref:	NCCMA-94-9

1. The organisation

The North Central Catchment Management Authority (CMA) purpose is to protect and enhance the integrity of our catchments.

Our vision is to be a benchmark organisation working in partnership with our communities to deliver enduring natural resource management outcomes.

2. Organisational Trademark and Behaviours

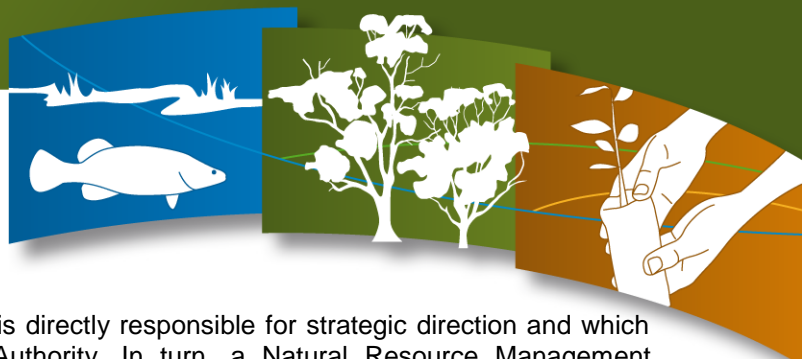
At North Central CMA, we strive to achieve our trademark, which is: *Engaging, Knowledgeable* and *Reliable*. To achieve this, we have committed to the following behaviours across all areas of our organisation:

- Seek to understand – embrace challenges and seek solutions
- Be honest and take responsibility – do what you say you will do
- See something, do something
- Show respect
- Actively engage

The North Central CMA's success is attributed to the knowledge and skills of our people. To maintain and exceed current levels of success and to chart our future direction with confidence, it is essential that we continue to employ people who are aligned to our trademark and can commit to these behaviours. Together with the appropriate skills and experience, this commitment is required to become a dedicated and valued member of our team.

3. Organisational objectives

The North Central CMA has been established to achieve integration in land and water management throughout North Central Victoria. This is achieved primarily through the Authority's role in developing and implementing the North Central Regional Catchment Strategy. The North Central CMA has other functions under the *Catchment and Land Protection Act 1994*, which entail the provision of advice to the Victorian Government on regional priorities for catchment management. These make up the Authority's direct business.



The North Central CMA comprises a Board, which is directly responsible for strategic direction and which has final responsibility for the functions of the Authority. In turn, a Natural Resource Management Committee provides the Board with a community perspective on North Central CMA projects.

4. Position objectives

- To provide efficient and effective communications, community engagement and marketing support to all business units within the organisation.
- Promoting the North Central CMA brand to optimise the organisation's public image.
- Managing mediums to communicate North Central CMA messages and information, including publications and electronic communication.
- Building the capacity of North Central CMA staff to effectively communicate projects and involve communities.
- Implement brand and visual identity of the Authority in line with CMA strategies.
- Implement the Community Engagement Strategy.

5. Key roles and responsibilities

- Develop and issue media releases, public notices and advertorials.
- Manage media inquiries and responses.
- Establish and maintain relationships with key regional media representatives.
- Rework strategic and technical documents to engage a range of audiences.
- Develop fact sheets and other educational material.
- Provide briefing notes and other supporting material for Board members, managers and staff.
- Maintain the North Central CMA website and social media sites.
- Report on communication and community engagement activity.
- Coordination, editing and proof-reading of a range of publications and documents.
- Ensure that high quality communication resources and protocols are internally available to staff.
- Assist with the coordination of events.
- Other communications duties as requested by the Corporate Support Manager.

6. Key selection criteria

- Appropriate tertiary qualification in communications, public relations or related field with some industry experience, or the equivalent media and communications experience.
- Ability to demonstrate excellent written and verbal communication skills.
- Proven proof-reading skills and attention to detail, including editing of publications
- Effective application of various communication mediums
- Ability to multi-task and work to critical deadlines whilst producing high level results.
- Experience in website management will be highly regarded, including a working knowledge of HTML, CMS & KMS systems.

7. Other Selection Criteria & Special Position Requirements

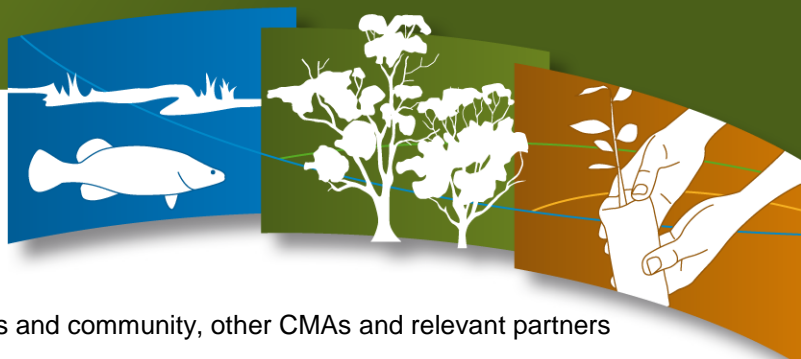
The following would be advantageous:

- A general understanding of natural resource management.
- Experience in regional community engagement.
- An understanding of government related organisations and the context within which they operate.

8. Organisation Relationships

Reports to: Corporate Support Manager

Internal Liaisons: All business units



External Liaisons: Media, regional stakeholders and community, other CMAs and relevant partners

9. Occupational Health and Safety

- Ensure all appropriate actions are taken to observe the *Occupational Health and Safety Act 2004* and relevant legislation
- Adherence to all North Central CMA OH&S policies and procedures

10. Multi Skilling

Any employee may be directed to carry out such duties as are within the limit of the employee's skills, competence and training, provided that such duties do not promote a narrowing of the employee's skill base.

Provided that where an employee is directed to carry out any work within his/her classification band or work of a lower band, such work shall be performed without reduction in salary.

Provided further that where an employee is directed to carry out work of a higher band, the provisions of the higher duties clause of the NCCMA Enterprise Agreement shall apply.

Further information on the North Central CMA may be obtained from www.nccma.vic.gov.au.

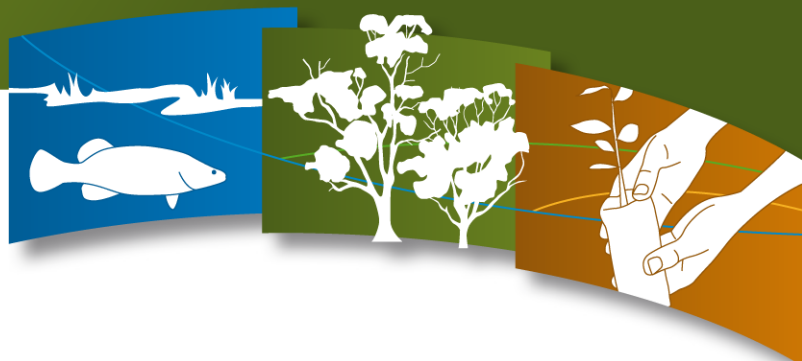
11. Job Characteristics

11.1 Accountability and extent of authority

- In this position, freedom to act is governed by clear objectives and set budgets and is subject to the policies of the CMA, regulations and legislation.
- This position has input into the development of policies within the area of Marketing and Communications.
- Decisions and actions taken at this level may have a substantial effect on stakeholders and the general community, however decisions are usually subject to management review.

11.2 Judgement and Decision Making

- Methods, procedures and practices are generally defined, however the incumbent may need to use their own experience to tailor and adapt methods and techniques.
- Guidance and advice is usually available to the incumbent.
- Problem solving in the position may involve the resolutions of new issues, but generally existing practices can be applied.



11.3 Specialist Knowledge and Skills

- An understanding is required of the long term goals of both the business unit and the wider organisation.
- The position is required to understand the organisations values and vision plus have a basic understanding of the legal, socio-economic and political context and how it relates to the broader community.

11.4 Management Skills

- The incumbent will have high-level skills in planning, managing time and organising work programs and priorities, along with the ability to achieve objectives within set timeframes.
- Understand and have the ability to implement personnel policies and practices including EEO, and OH&S policies.

11.5 Interpersonal Skills

- This position requires the ability to gain co-operation and assistance from employees, managers, stakeholders and the community.
- Well developed written and verbal communication skills with the ability to utilise a range of formats with high levels of sophistication and accuracy are required.
- The incumbent will have the ability to liaise with counterparts in other media organisations to discuss specialist matters and resolve problems and within the organisation to resolve a range of issues.

11.6 Qualifications and Experience

- Several years media and/or communications experience is required. Tertiary qualifications in communications, public relations or a related field, or the equivalent work experience is required.

12. Other Relevant Information

- The North Central CMA is an EEO employer and operates in a smoke free environment

For further information on this position, please contact the North Central CMA on phone 03 5448-7124

Applications marked 'Confidential' and addressing the key selection criteria should be e-mailed to hrmanager@nccma.vic.gov.au or posted to HR Manager, North Central CMA, PO Box 18, Huntly VIC 3551

By 5pm Monday February 2nd.

Note:

The purpose of a position description is to provide a job summary that can be used to assist in a number of management activities including recruitment, induction, training, performance management, job evaluation, and job design. Position descriptions are supported by, and should be read in conjunction with, other NCCMA documents such as letters of appointment, lists of duties, policies and procedures, codes of practice and any other materials that provide details about what is to be achieved and how the job is to be performed.

As many jobs evolve over time, position descriptions need to be reviewed regularly (for example at the annual performance discussion) and updated where there have been significant changes to any of its elements.