

## Healthy Land and Water (HLW) Position Description

<b>POSITION:</b>	<b>COMMUNICATIONS OFFICER</b>
<b>REPORTS TO:</b>	Media and Communications Manager
<b>EFFECTIVE FULL TIME:</b>	1.0 FTE - Permanent
<b>LOCATION:</b>	Brisbane CBD
<b>COMMENCEMENT:</b>	1 June 2017

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### Organisational Environment

**Healthy Land & Water (HLW)** is a not-for-profit, independent organisation working to protect and improve waterways and natural asset health in Queensland. The waterways and natural assets of SEQ are an integral part of our lifestyle and economy. With a rapidly growing population and increasingly unpredictable climate, the challenge is to protect our precious natural assets for future generations to enjoy.

Healthy Land & Water facilitates careful planning and coordinated efforts at local and regional levels among member organisations from government, industry, landholders, research and the community to deliver the Healthy Land & Water Purpose:

*"To provide the preeminent services in South East Queensland for understanding and communicating about waterways and the natural assets that support them, and for connecting science, community and management to influence and deliver on-ground outcomes that address risks and secure SEQ's waterways and natural assets."*

**Healthy Land & Water** was created in 2016, through the unification of two existing organisations, Healthy Waterways Ltd (**HWL**), and South East Queensland Catchments Ltd (**SEQC**).

For more information, please visit [www.hlw.org.au](http://www.hlw.org.au)

### Position Summary

The Communications Officer of **Healthy Land & Water (HLW)** has primary responsibility providing communications support for Healthy Land and Water, including digital communications and the production of communication materials.

**Healthy Land & Water** will focus on all the region's natural assets of land and waterways leveraging the combined resources and expertise of both organisations to better deliver and support community and government expectations while addressing current areas of duplication.

**Healthy Land & Water** will be the recognised Regional NRM body for South East Queensland and will be responsible for delivery of the Australian Governments National Landcare Program as well as the Queensland NRM program.

HLW's purpose is to make a significant difference to South East Queensland's natural resources, economy and community. It aims to:

- Secure funding from government and business for projects to improve grazing, reduce erosion, repair waterways, manage pests and weeds, restore degraded habitats and look after our coastal areas.
- Protect and improve the waterways of South East Queensland. With a rapidly growing population and increasingly unpredictable climate, our waterways are under increasing pressure from threats such as soil erosion, stormwater run-off, litter and land clearing.
- Work with community, industry, government and research partnerships to achieve healthier waterways and natural resources that underpin a healthy community.
- Work to understand and communicate the condition of waterways and natural resources to drive and influence future targets, policy and actions. They also provide advice, training, support, services and workshops for the community.
- Monitor and report on waterway health, educate on the value of our waterways and support reforms to policy and planning where it will benefit our waterways and community. Work with governments at all levels to align policy and planning with objectives.

Reporting to the Media and Communications Manager, specific accountabilities and performance indicators will be set against the Strategic Plan and annually against work plans. Financial delegation is provided at the discretion of the General Manager Marketing and Sponsorship and in line with organisational policy.

#### **Key Responsibilities**

1. Assist with the implementation of communication plans and strategies for Healthy Land and Water.
2. Project manage the production of communication materials to ensure they are delivered on time and within budget, and liaise with designers, printers and website development agencies.
3. Deliver digital marketing and online communication activities including content for a variety of audiences across the website, social media and email newsletters.
4. Maintain and enhance Healthy Land and Water Google AdWords account and report on e-marketing and website trends.
5. Assist with the writing and editing of communication products, such as the Annual Performance Report, media releases, editorials, and general office communications.
6. Monitor media coverage and maintain a media database and a registry for media clippings.
7. Assist with the development and distribution of marketing, communication and media materials for Healthy Land and Waters' events.
8. Respond to communication enquiries including image and publication requests.
9. Maintain a registry of Healthy Land and Waters communications products.
10. Provide general administrative support to the Media and Communications Manager.



### **Other Responsibilities**

1. Representing Healthy Land & Water on local, sub-regional and regional committees, working groups and at meetings as required.
2. Encouraging continuous improvement within the organisation.
3. Working collaboratively within the Rural Catchments Team, with the Coastal Catchments Team and the Science and Delivery Team, and across the organisation.

### **Working Relationships**

#### ***Internal***

- Direct report to General Manager Marketing and Sponsorship and administratively to the Media and Communications Manager. Specific accountabilities and performance indicators will be set against the Strategic Plan and annually against work plans.
- Liaison with other program areas within the office.

#### ***External***

- Designers, printers and website development agencies.
- Member organisations including representatives of the Local, State and Federal Governments
- Industry organisations
- Community Groups.

### **Selection Criteria**

- SC 1** High level written and oral communications skills, including experience writing and editing a range of print and online communications for a variety of audiences.
- SC 2** Demonstrated capabilities in project managing the development of communication products.
- SC 3** Experience using website content management systems and online marketing tools, including social media marketing.
- SC 4** High level of attention to detail and excellent time management skills.
- SC 5** Experience using Adobe Design Software, particularly InDesign and Photoshop
- SC 6** Experience in event coordination.

### **Special Terms and Conditions of Appointment**

A six-month probationary period applies to this position.

Some terms and conditions may be negotiated at the time of engagement and will be commensurate with the applicant's experience, knowledge, skills, abilities and personal qualities.

The employee should have a current Queensland driver's licence as the position may require travel throughout South-East Queensland.

### **Organisational Expectations**

- **Equal Employment Opportunity**  
Employees must have knowledge and understanding of Equal Employment Opportunity legislation.
- **Occupational Safety and Health**  
All employees must be familiar with Occupational Safety and Health policy and be committed to maintaining a healthy and safe work environment.

