



Position Description

Position Title:	Communications Project Officer
Tenure:	Up to 0.6 FTE Part Time Permanent
Enterprise Agreement:	WGCMA Enterprise Agreement 2024
Location:	Traralgon or Leongatha Hybrid Working Available
Classification:	Grade 3
Reports To:	Lead - Communications and Marketing

A. ORGANISATIONAL AND POSITION OBJECTIVES

About West Gippsland Catchment Management Authority (WGCMA)

Our organisation was established in 1997 to manage land and water resources in the West Gippsland region which covers over 17,500 square kilometres from near Warragul to San Remo, Wilsons Promontory, Lakes Entrance and to Mount Howitt, past Licola.

As a leader in Natural Resource Management, we exist to implement integrated catchment management to improve priority landscapes.

Position Objective

This position will work closely with the Lead – Communications & Marketing to plan, design and coordinate project communications deliverables.

Specifically, the position will coordinate the development and implementation of the communications components of the key State Environmental Contribution Levy and key National Landcare Program funded projects.

The communication components are likely to include coordinating: case studies, media releases, web content, events, social media, photos, videos, podcasts and web-based project profiles.

B. RESPONSIBILITIES & DUTIES

1. Coordinate and implement the communication activities for key West Gippsland CMA projects

- Provide project advice and support to staff in the development and implementation of communication and engagement plans for West Gippsland CMA delivered projects.
- Coordinate the development and implementation of the Annual Project Communications Plan to strategically link to the broader organisational communication efforts.
- Support staff in the delivery of project communication and engagement events/activities and associated media to ensure targets are met.
- Ongoing initiatives to improve internal project based communication efficiencies through review and updating of current project based communication processes, including the training of relevant West Gippsland CMA staff.
- Review and update project webpages.

2. Assist in the broader West Gippsland CMA communication-related activities

- Ensure communications activities are kept up to date in the team's communications and marketing schedules.
- Assist in creating engaging content and updating and maintaining the West Gippsland CMA and associated websites.
- Assist in the planning, scheduling, moderating and analysing of the West Gippsland's social media channels.
- Assist in the development of key documents i.e., Annual Report and CMA Annual Project Achievements brochure.
- Identify new communication and marketing opportunities in line with emerging communications trends and technologies.

3. Project management, reporting and budgeting

- Monitor and report on the progress of the project communications to Team Leads and Managers in line with organisational schedules.
- Coordinate special projects that arise as part of the West Gippsland CMA's communications and engagement responsibilities.
- Provide project advice and support to staff in the development and implementation of communication plans for West Gippsland CMA delivered projects.

C. SPECIALIST KNOWLEDGE AND SKILLS

- Knowledge in the media or communications environment including the preparation of media releases, publications, advertising and providing high quality communications and marketing advice.

- Demonstrated knowledge and experience in communication skills in particular digital marketing strategies and execution.
- An understanding of, and experience in, communications, community engagement, public relations, marketing, and event management.
- An understanding of community engagement processes and principles including experience in engagement activities and initiatives.
- Highly developed and demonstrated interpersonal skills suited to developing and maintaining partnerships with diverse stakeholders with a range of views and levels of understanding.
- High level proficiency in the Microsoft office suite of programs.
- Sound project management skills including the ability to manage budgets and organise workloads.
- General knowledge of natural resource management issues in the West Gippsland region, the Regional Catchment Strategy and relevant supporting regional plans.

D. OTHER POSITION REQUIREMENTS

- Excellent planning, time management and priority setting skills.
- Excellent ability to set own work objectives and manage projects with minimal supervision.
- Highly developed and demonstrated capacity to work autonomously, as well as part of a team.
- High level inter-personal skills including presentation, consultation and facilitation, suitable for a broad range of stakeholders.
- Excellent verbal and written communication skills to effectively communicate with a wide range of stakeholders.
- Ability to solve problems and negotiate innovative solutions to difficult tasks.
- Ability to develop effective partnerships with a wide range of stakeholders to achieve outcomes challenging issues.
- Developed level of judgement and decision-making capability.

E. ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Responsible for determining day to day priorities to achieve required outputs.
- Responsible for delivering on stated position accountabilities and project plans.
- Carry out duties in a responsible and professional manner with a strong consideration for effective workplace relations.
- Ability to represent the Authority on committees in a professional manner, in order to pursue the goals and objectives of the Authority.
- Represent West Gippsland CMA in meetings and discussions with external liaisons, as appropriate, in accordance with the Authority's adopted policies.

F. KEY SELECTION CRITERIA

Essential:

- Demonstrated experience working in Communications, Marketing, Public Relations, Community Engagement or related field.
- Demonstrated knowledge and experience in communication skills in particular the use of digital and social media for marketing and communication.
- Demonstrated experience in the design and delivery of community engagement activities, initiatives/projects and public events.
- Excellent verbal and written communication skills (including the production of publications) and the ability to communicate with a wide range of internal and external key stakeholders.
- Highly motivated person with well-developed organisational, prioritisation, time management and leadership skills.
- Proven ability to work in a team environment, internally and externally.

Desirable:

- A relevant tertiary qualification in Communication, Marketing, Public Relations, Community Engagement.
- Photography and video skills and experience.

G. ORGANISATIONAL RELATIONSHIPS

Reports To	Lead – Communications and Marketing
Responsible For	Project coordinators, contractors and as required
Internal Liaisons	WGCMA staff, including the CEO and Executive, WGCMA Board
External Liaisons	Other position specific governance group(s), Other State Government Authorities, Gunaikurnai Land and Waters Aboriginal Corporation, Traditional Owner Corporations, Water corporations, Local government, Community groups, Industry, including power generators and agriculture, members of the public and other Victorian CMA's.

H. HEALTH AND SAFETY

Employees are required to carry out their work in accordance with health and safety legislation, and WGCMA policies and procedures. Employees have a responsibility to exercise reasonable care to protect their health and safety and that of others by following all reasonable health and safety instructions; reporting any incident or hazards; assist in hazard identification, risk assessment and implementation of risk controls; and use PPE provided.

The following information is provided to identify health and safety issues specific to this role:

- Travel/drive at night and/or for extended periods
- Attend, participate in and present information at community meetings at various locations
- Activities associated with office work, including sedentary desk work
- Frequent dealings with members of the public if required
- Ability to work in the field.

I. WGCMA VALUES AND BEHAVIOURS

Our values underpin every aspect of our work:

“We collaborate and support each other and our partners by acting with integrity, empathy and passion to protect and enhance the region’s catchments”.

J. OTHER RELEVANT INFORMATION

1. Code of Ethics

West Gippsland CMA would require the participant to adhere to the following principles: "He/She or They shall not use the position for his or her personal gain or advantage, nor disclose any confidential information which may be acquired as a result of special opportunities arising from his/her or their employment with the Authority".

2. Private Practice

The successful applicant will not be permitted to engage in any trade, profession or business without the approval of the WGCMA Chief Executive Officer.

3. Smoking Restriction Program

The WGCMA provides a smoke free work environment and a non-smoking policy applies throughout all areas of WGCMA’s operations including all vehicles.

4. Driver’s Licence

A current Victorian Driver’s licence may be essential to this position and must be produced, prior to commencement, for verification. Loss of licence may result in termination of this position, should it occur in the period of employment.

5. Privacy

The WGCMA collects personal information in accordance with the *Privacy and Data Protection Act 2012*. Information provided by you in support of your application will only be used in consideration of this vacancy. To protect your privacy all documentation provided by you will be destroyed at the conclusion of the recruitment process.

6. Equal Opportunity

We believe that the unique contributions of our people create our success. We share a commitment to value and embrace diversity in all forms; so that our work environment is a

safe space we can all belong. All qualified applicants will receive consideration for employment regardless of their background, identity, orientation, ability or thinking style.

7. Employment Principles

The employment principles reinforce the public sector values. The principles are essential to a highly effective and harmonious workplace and are to ensure:

- Employment decisions are based on merit
- Employees are treated fairly and reasonably
- Equal employment opportunity is provided
- Human rights as set out in the Charter of *Human Rights and Responsibilities Act 2006* are upheld
- Employees have a reasonable avenue of redress against unfair or unreasonable treatment

All employees have the following responsibilities to:

- Understand and maintain the Victorian Public Sector Code of Conduct
- Understand and maintain the associated CMA Policies

If at any time employees are in doubt about the consequences of their actions, they should seek guidance from their Unit Manager or Team Leader as appropriate.

Reviewed By:	Sally O'Neill Lead – Communications & Marketing
Review Date:	May 2026