



# BUSH HERITAGE

## AUSTRALIA

### POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Media & Communications Officer
<b>ROLE GRADE:</b>	6
<b>REMUNERATION:</b>	\$60,000 (inclusive of 9.5% superannuation) commensurate with qualifications and experience
<b>COST CENTRE:</b>	880
<b>LOCATION:</b>	Melbourne Office
<b>DATE REVIEWED:</b>	November 2017
<b>POSITION BASIS:</b>	Full time 1.0 FTE, ongoing

### Introduction

Bush Heritage Australia is a national non-profit organisation protecting the natural environment through the management of land and water of high conservation value. This is achieved through three complementary strategies: directly purchasing land that has outstanding conservation values, purchasing and revegetating land that will reconnect fragmented landscapes, and building partnerships with other land owners, particularly traditional owners. Bush Heritage has more than 44 nature reserves throughout Australia. In addition Bush Heritage partners with Aboriginal and agricultural land owners to achieve conservation management outcomes. Currently, Bush Heritage is working across more than 6 million hectares through direct acquisitions and partnerships.

Established in 1991, Bush Heritage has over 30,000 supporters Australia wide and an annual operating budget of over \$19 million. Bush Heritage is primarily funded by donations from individuals and philanthropic sources. In pursuing its mission, Bush Heritage engages staff and volunteers across all the States and mainland Territories of Australia.

Bush Heritage's culture requires a strong commitment to safety and the development of our people.

### Our values are:

**Conservation:** Conservation impact is essential. Our decisions are informed by best available science and evidence;

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**Culture:** We respectfully engage with Traditional Owners of the land, and recognise Aboriginal culture, connection to Country and traditional knowledge. Working together and applying two-way science leads to greater understanding and better conservation outcomes;

**Collaboration:** Collaboration, pragmatism and innovation are essentials. We listen to and respect each other, finding creative solutions together;

**Community:** The broad Bush Heritage community underpins our success. By engaging with and within communities around Australia we achieve so much more than we could working alone; and

**Safety:** Our people's wellbeing and safety is critical.

The organisation has six teams – West Region, North Region, South East Region, Conservation, Marketing and Fundraising, and Corporate Services.

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## Position Summary

The Media & Communications Officer oversees and executes a media and communications program that successfully profiles Bush Heritage programs, people and projects. To be successful, the Media & Communications Officer will be dynamic, driven and build strong relationships with a range of Bush Heritage staff and external media providers, while prioritising competing tasks for strategic outcomes. A willingness to travel regionally as part of media trips is an essential part of this role.

## Accountability

The Media & Communications Officer reports to the National Media and Communications Manager and collaborates with staff working on publications, social media and the website. The role also works closely with the Marketing Manager, Direct Marketing Team, Key Relationships Team, regional teams and external suppliers.

## Key Responsibilities and Duties

The primary responsibilities associated with the role include:

1. Develop and implement a media and communications program based on our strategic objectives to achieve on brand media coverage for Bush Heritage's work and ensuring the risk of negative publicity is closely managed and pro-active media opportunities are identified and acted upon;
  2. Well-developed news sense for what makes a great story, and able to convey scientific concepts in a compelling and accessible way;
  3. Maintain and develop relationships with media contacts and outlets to create and respond to media opportunities;
  4. Produce content for and manage the dissemination of effective media materials including: media releases and media kits; background briefings for staff, board and other stakeholders; comprehensive media monitoring and reporting; media protocols and MOUs for partners and other external stakeholders;
  5. Oversee the production of video and photography content by managing external suppliers and volunteers, undertaking research and liaising with internal stakeholders to deliver on agreed stories;
  6. Work constructively with other staff, particularly regional staff, to ensure the free flow of news and information from the field, including championing the use of the staff blog as a means of generating stories;
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7. Provide all the necessary logistical support to deliver key media and communications events, including media trips and launches, and be the point person on media trips as needed;
8. Develop and document systems and procedures for carrying out the role's duties, including creating and implementing communications plans for agreed programs and projects; and
9. Other duties, as required from time to time, consistent with the position grading.

### **Key Outcomes**

1. Communications and media coverage that raises Bush Heritage's profile cohesively across all mediums in line with our strategic objectives; and
2. Engagement with supporters, the media and other key stakeholders is maximised.

### **Qualifications, Skills and Selection Criteria**

#### **Essential**

- Demonstrated experience developing and implementing successful media strategies;
- Commitment and passion for nature conservation and the objectives and values of Bush Heritage;
- Experience in developing online content and running social media platforms, and maximising content across multiple channels;
- Well-developed organisational and planning skills, including demonstrated experience in planning and commissioning images and video, as well as co-ordinating all stages of the production process;
- Strong relationship building and problem solving skills;
- Excellent writing and editorial skills and the ability to engage a broad range of audiences; and
- Current driver's license, and a willingness to travel to remote locations within Australia.

#### **Desirable**

- Experience working in marketing or fundraising in a non-profit organisation;
- Knowledge of Health, Safety and Environment and risk assessment procedures and requirements; and
- Experience working with Aboriginal and Torres Strait Island communities.

### **Direction and Guidance**

Reporting to the National Media and Communications Manager, the Media & Communications Officer is primarily responsible for fulfilling the various responsibilities associated with this position. As a self-starter, it is expected that the incumbent will contribute towards improving the effectiveness of systems being managed, including the development of new systems where required.

### **CEO and the Board**

Gerard O'Neill is Bush Heritage's Chief Executive. The Board President is Chris Grubb and directors include leading Australians from business and commerce, government, non-government and private sectors, conservation and science. Bush Heritage demonstrates a strong commitment to Aboriginal and Torres Strait Islander people and has Aboriginal representation on the Board.

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## Policies and Work Place Practices

Bush Heritage people and managers are responsible for and commit to:

- Using and ensuring adherence to Bush Heritage's values, policies and work-place practices;
- Ensuring Health, Safety and Environment compliance, acting and encouraging others to act in a healthy and safe manner; and
- Maintaining a team-oriented environment, managing and developing staff, and valuing diversity.

## Position Relationships

<b>Position title of supervisor</b>	National Media and Communications Manager
<b>Position titles which also report to supervisor</b>	Publications Officer Web Team Leader
<b>Titles of positions that report to this position</b>	n/a
<b>Key internal relationships</b>	Publications Officer, Web Team, Direct Marketing Team, Bush Heritage regional teams
<b>Key external relationships</b>	Media outlets and contacts, creative and visual production agencies and suppliers