

**POSITION DESCRIPTION**

**POSITION TITLE:** Storytelling and Networking Officer

**STATUS:** Full time

**SALARY RANGE: $70-85k (Senior Project Officer)**

**LOCATION:** Toowoomba; Roma; Charleville

**REPORTS TO:** General Manager Services (CFO)

**PURPOSE OF POSITION**

The Storytelling and Networking Officer is responsible for collecting and storytelling of Southern Queensland Landscapes message to its internal and external stakeholders. This role is responsible for the production of Company publications and manages the Company’s digital platforms including responding to media enquiries etc.

**ORGANISATIONAL ENVIRONMENT:**

Southern Queensland Landscapes is a community owned organisation dedicated to helping managers and others understand their landscapes, adapt to challenges and be excellent stewards.

We attract investment, innovate, trial, and develop approaches to assist people, industries, and communities to improve our landscapes. We:

* help land managers achieve profitable, sustainable, and ethical food and fibre production whilst taking care of our waterways, biodiversity, and soil
* partner with land managers, First Peoples, governments, industry, academia, Landcare, and community groups to learn more about our landscapes and share this knowledge
* find opportunities for land managers, First People, communities, and industries to improve their economic, social, and environmental outlooks

Our landscapes cover 314,398 square kilometres of country from the Toowoomba Range in the east to the Grey Range in the west. Our region is 33 percent bigger than the state of Victoria and contains the Condamine, Balonne, Border Rivers, Maranoa, Paroo and Bulloo catchments in Queensland.

Our region covers the Queensland part of the Northern Basin of the Murray-Darling Basin and includes the productive cropping and grazing lands of the Darling Downs, Border Rivers and Maranoa and the frontier pastoral lands in our beautiful Rangelands in the south west.

Our team utilises our knowledge, expertise, experience, and networks to help people and communities have the information, resources and support to improve the condition of our landscapes. We:

* put land managers at the centre of their own learning, knowledge, and stewardship
* support people in regional and remote communities to connect and learn from one another;
* support primary producers to build resilient, sustainable, profitable, and productive businesses;
* partner with community and Landcare groups to build skills and collaborate on project delivery;
* help land managers maintain, protect, and improve soil health, vegetation, biodiversity, threatened species and habitats through holistic approaches;
* support First Nations to connect and tell stories from country, partner on knowledge and business opportunities and practice culture;
* reduce the threat of invasive animals and weeds to environment and agriculture
* improve the health of waterways, rivers, and wetlands; and
* assist land managers to understand and mitigate climate and landscape risks with decision support and advice on new practices such as natural systems farming.

The company has four rules to guide our culture:

1. Take care of yourself
2. Take care of each other
3. Take care of our place
4. Get it done

The Communications and Engagement Officer is a vital member of the Company’s team.

**PRIMARY DUTIES AND RESPONSIBILITIES:**

**Publications**

* Collate, write, edit, publish and distribute official Company publications, including but not limited to, monthly member newsletter, staff newsletter, annual report, membership packs, general Company publications, event programs, etc.
* Negotiate internal and external communication priorities with stakeholders at all levels of the organisation.
* Coordinate content planning, design and layout of Company publications.
* Ensure all publications are proofread and edited to a high standard.
* Update and maintain the style guide to ensure consistency across all Company publications.
* Coordinate photographers to obtain the necessary images and visual messages for publications.
* Proof and edit Company-related letters and documents to ensure compliance with guidelines.

**Media and Monitoring**

* Assist the with implementing communication plans for Company events.
* Research, write and distribute press releases to media.
* Monitor media mentions of the Company and report accordingly to the General Manager Services and/or CEO.
* Ensure Company brand is protected via appropriate risk management strategies.
* Identify, report and implement approved emerging media and marketing trends.
* Assist the CEO and General Manger Services with queries from media and coordinate interviews and photo opportunities.
* Build and maintain effective relationships with media representatives and strategic alliance partners.
* Protect the Company’s reputation and endeavour to influence stories.

**Company Website and Social Media**

* Manage the Company’s website content and currency, including but not limited to, images, copy, videos, forms and uploads.
* Research, write and publish regular news items on the Company website and social media (Facebook, Instagram, Twitter, LinkedIn, etc.).
* Produce monthly analytics reports on the Company’s website and social media performance for the General Manager Services and/or CEO.
* Develop new strategies to grow the Company’s social media platforms and online audience engagement levels.
* Coordinate and manage Company social media responses ensuring key messages are evident.
* Develop social media style guide for tone, imagery and branding.

**Marketing and Engagement**

* Ensure compliance with Company branding guidelines across all internal and external mediums.
* Ensuring the key messages/themes of the Company are communicated effectively, in internal and external communications.
* Communicate effectively with the senior leadership team through regular reporting and contribution to overall business development.
* Develop and implement a new strategic marketing, communications and engagement plan for the Company.

**Advertising and Editorial**

* Collaborate closely with suppliers of artwork, editorial etc, for timely delivery, accuracy and compliance.
* In collaboration with the General Manager Services support the implementation of the yearly calendar of campaign-specific media and advertising plans.

**ABOUT YOU:**

* Relevant tertiary qualifications (public relations, communications, marketing) with subsequent experience in a similar role.
* Ability to work positively in a close team environment.
* Ability to achieve deadlines and reach desired outcomes.
* Excellent written, oral and interpersonal communication skills.
* A high regard for customer service and an ability to work with internal and external stakeholders.
* Excellent office management and administration skills.
* An ability to multitask and handle interruptions.
* Ability to work as part of a team and with other members of the wider community.
* High level organisational and time management skills.
* Prior experience managing a small communications team
* Prior experience in member and/or community engagement (preferred)
* Prior experience in maintenance of a CRM (preferred)

**OTHER FEATURES OF POSITION**

* A current driver’s licence is required.
* Attendance at meetings outside of normal work hours may be required.
* Travel and overnight stays around the region may be required.

**SALARY AND OTHER BENEFITS**

A salary range of $75-85k(based on a full-time salary for a 76-hour fortnight) plus superannuation is attached to this position. In return, SQ Landscapes with provide the following to support the Storytelling and Networking Officer with:

* Regular feedback and professional development opportunities
* One-year contract extended year on year as finances allow
* Negotiated salary and superannuation based on a 76-hour fortnight, and expenses to deliver the role
* A sense of purpose in a challenging, positive, supportive, trusting, transparent, innovative, and family friendly culture and workplace
* The necessary resources and support to enable you to do your job
* As time and budget allows, other incentives and support as agreed with the Board.

**HOW TO APPLY**

To apply for this position, please send no more than a two-page cover letter addressing the core elements of the position plus current *Curriculum Vitae* to [hr@sqlandscapes.org.au](mailto:hr@sqlandscapes.org.au) by close of business on 7 December 2020.