

Landscape South Australia

Position Description | May 2021

Communications Coordinator | Hills & Fleurieu Landscape Board

Tenure: Up to 30 June 2022

Classification: ASO5

Salary range: e.g. \$80,830 - \$89,897 pa

Hours of work: e.g. Full-time (37.5 hours) Flexible work arrangements may be negotiated

Reports to: Team Leader, Planning and Communications

About Landscape SA

The South Australian Government is improving how our landscapes are managed by putting community at the heart of sustainably managing the state's land, water, pest plants and animals, and biodiversity. Underpinning this new approach is the *Landscape South Australia Act 2019* (the Act), which has come into operation from 1 July 2020. Nine new landscape boards, including a new metropolitan board, Green Adelaide, will administer the Act and partner with government and regional communities. The new boards are designed to deliver a stronger, back-to-basics system with greater autonomy and flexibility to respond to local issues.

They will support local communities and land managers to be directly responsible for sustainably managing their region's natural resources with an emphasis on land and water management, biodiversity and pest animal and plant control. The new legislation will give communities and landholders a greater voice in managing their landscapes including the opportunity to elect three out of seven board members from 2022. Landscape SA also includes a Grassroots Grants program and the flexibility for levy funding to be distributed from Green Adelaide to regional South Australia through a Landscape Priorities Fund. Land and water levy increases have been capped to CPI and more on-ground action will be encouraged so regional communities can become more actively involved in the management of their regional landscapes.

About the region

Hills & Fleurieu

The Hills & Fleurieu Region is the most biologically diverse region in South Australia. Covering 6,700 square kilometres of land and sea and stretching along the Mt Lofty Ranges from Cape Jervis to Birdwood and the South Para River, and from the coastal waters of Gulf St Vincent and Willunga across to Mount Barker, Goolwa and Victor Harbor.

The local primary industries contribute more than \$400 million in value to the South Australian economy each year. Apple, pear and cherry production, together with viticulture, winemaking and seafood production are also significant rural industries. The region is home to around 130,000 people and is the traditional land of the Ngarrindjeri, Peramangk and Kurna Nations

About the role

The Communications Coordinator is responsible for developing effective communications processes and generating engaging content for the Hills and Fleurieu Landscape Board. A primary responsibility will include developing and implementing the board's communications strategy to raise community awareness and support for landscape management. The role coordinates and assists in the management of media liaison, statutory consultations, website development, social media and other communication channels.

Key Outcomes

- The board's Communications Strategy is developed and implemented, promoting the board's identity and engagement with the community and achieving the Hills and Fleurieu Landscape Plan priorities.
- High quality and timely public communications of regional landscape issues and the board's programs and achievements are planned and delivered through a range of communication tactics such as media coverage and content published in owned channels, including the board website and on social media.
- Hills and Fleurieu Landscape Board staff are provided with advice and guidance that enables the development of communication plans and drafting of high-quality, audience-specific communications content.
- Communication services are delivered concurrently for multiple board projects in a timely and effective manner.
- Promotional events are effectively planned and/or delivered resulting in increased community awareness and involvement in natural resources management.
- Communication and engagement activities are monitored and evaluated to increase their effectiveness and impact.

Key Relationships

- Hills and Fleurieu Landscape Board, Leadership Team and staff
- Hills and Fleurieu Team Leader, Planning and Communications
- Hills and Fleurieu Planning and Engagement Team
- Other landscape board communications staff
- Key external stakeholders, including media, local government, representatives of key industry and community organisations, other SA Public Sector agencies and external suppliers
- General public

Other Requirements

- May be required to participate in fire management and associated duties
- Position is based in Mount Barker, or in Willunga by negotiation
- Current class "C" driver's licence
- May require some intra/interstate travel
- This role has functions pertaining to working with children and is prescribed under the Child Safety (Prohibited Person) Act 2016 as requiring a Working With Children Check (WWCC). By applying for this role you consent to being screened for appropriate behaviour and to the Board obtaining, or requiring you to obtain a WWCC.

Key Capabilities

Core Competencies	Elements	Behavioural Indicators
Shapes Strategic Thinking and changes	<ul style="list-style-type: none"> • Thinking and Acting Strategically 	<ul style="list-style-type: none"> • Raises potential options for consideration arising from research analysis. • Can identifies and articulates potential issues and implications.
Achieves Results	<ul style="list-style-type: none"> • Delivering Effective Outcomes • Assuming Accountability 	<ul style="list-style-type: none"> • Develops and communicates clear and realistic goals/expected outcomes for projects and tasks. • Works with key stakeholders to problem solve overcoming challenges and facilitating the achievement of outcomes. • Willingly accepts responsibility for own work. • Establishes own credibility by demonstrating personal competence and technical expertise. • Shows initiative in moving projects forward and dealing with potential problems.
Drives Business Excellence	<ul style="list-style-type: none"> • Optimising Performance • Facilitating quality and continuous improvement 	<ul style="list-style-type: none"> • Provides constructive feedback to team members in a non-threatening way. • Has a good understanding of team members' skills and strengths and uses this knowledge to achieve tasks effectively. • Works collaboratively with team members to achieve team and individual goals. • Acts as a role model by striving to deliver quality outcomes even when under pressure.
Forges Relationships and Engages Others	<ul style="list-style-type: none"> • Communicating and Managing Conflict • Influencing and Negotiating • Establishing and maintaining networks 	<ul style="list-style-type: none"> • Presents technical information so it can be clearly understood by the audience and does not use jargon. • Effectively gains buy-in across a range of levels internally –and achieves positive outcomes. • Listens to others and acknowledges their views. • Works well with others and is effective in collaborating with colleagues across the organisation.
Exemplifies Personal Drive and Professionalism	<ul style="list-style-type: none"> • Displaying flexibility and resilience • Modelling Public Sector Values 	<ul style="list-style-type: none"> • Is flexible in handling changing priorities. • Adapts to new situations while maintaining achievement of outcomes. • Sets an example to others by role modelling professional and ethical behaviour.

Technical, Professional/Knowledge and Experience (including qualifications)

Writing Skills

- Writes with the reader in mind, selecting an appropriate, user friendly style & tone.
- Organises information in a format that makes it easy to read.
- Is thorough in checking work to ensure correct spelling and written communication that is aligned with the expected standards and protocols of the organisation.

Planning and Organising Work

- Prioritises workload and allocates time appropriately.
- Monitors workload and communicates difficulties to their manager in a timely way.

Analytical Thinking

- Understands the issue or problem that needs to be addressed or solved and can critically examine the possible causes and identify solutions.

Conceptual Thinking and Creativity

- Visualises potential solutions and problems and can discuss their impact on work and team.

Technical Knowledge

- Sound knowledge of project management including planning, contract management, procurement, risk management and project evaluation.
- Proficiency with MS Office products.
- Good understanding of the requirements for website design and content.
- Graphic design skills and knowledge of graphic design packages such as Adobe Creative Suite highly desirable.
- Sound knowledge of social media platforms, such as Facebook, Instagram, Youtube and measuring social media performance.

Professional Expertise

- Demonstrates a fundamental understanding of broad communication principles and their application in a corporate setting.
- Demonstrates sound knowledge and understanding of contemporary community engagement methodologies, and communications channels and practices.
- Demonstrates ability to work alone, manage projects independently and be self-reliant.

Experience

- Experience in corporate communications setting with specific experience in media relations and community engagement would be highly desirable.
- Proven experience with the development and implementation of communications strategies.

Qualifications

- Tertiary qualification in communications or a related discipline is desirable.

Work Health and Safety

Contribute to workplace safety

- Accepts responsibility for own and other's safety.
- Actively participates in consultation about work, health and safety issues.
- Identifies and reports hazards and identifies risk controls where appropriate.

Corporate Responsibilities

- Demonstrate appropriate and professional workplace behaviours that are in line with the Code of Ethics for the South Australian Public Sector.
- Maintain a commitment to EEO, Diversity, Ethical Conduct, and record keeping within legislative requirements, according to the principles of the Public Sector Act 2009.
- Actively participate in the Landscape Board Performance Development and Review Program.
- Demonstrate appropriate and professional workplace behaviours that align closely with the White Ribbon message.