

# POSITION DESCRIPTION



## Community Engagement/ Communications officer

Holbrook Landcare Network (HLN) is a Not-for-Profit community network based in southern NSW. It is a highly regarded and vibrant rural organisation, with a thirty-four year history of managing sustainable agriculture and natural resource management projects.

HLN's goal is to be a dynamic, member driven, nationally recognised, financially stable organisation that creates opportunities to improve natural resource and sustainable agriculture outcomes in the permanent pasture and mixed farming zones of southern NSW. HLN currently employs 9 staff and manages up to 30 projects annually.

This role provides an excellent opportunity for the successful applicant to enjoy a diversity of activities, be creative, demonstrate leadership, build strong partnerships within the industry and be part of a progressive team working to drive real, on-ground change in our farming landscape and communities.

The Community Engagement/Communication Officer will work to build positive and ongoing relationships with farmers across the eastern Murray and Murrumbidgee region to understand farmer issues and needs, work with leading farmers and industry experts to codesign and apply for projects and extension activities to meet those needs. This position will also coordinate and deliver communications across HLN's media platforms and work with the team to achieve HLN's communications goals.

The Community Engagement/Communications Officer position will work under the direction of the Holbrook Landcare Network Executive Officer.

Employment Status	37.5 hours per week <i>* Opportunity also exists for the right candidate to work in a part-time capacity</i>
Tenure	Fixed Term until 30 <sup>th</sup> June 2024
Location	Flexible within the eastern Murray and Murrumbidgee region. There would be the expectation that the successful applicant would work at least partially from Holbrook Landcare office.
Salary	An attractive salary will be offered commensurate to the candidate's skills and level of experience. Candidates at all career stages are encouraged to apply for this role with expectations and salaries adjusted accordingly.
Requirements	Drivers License and own vehicle: Reimbursement at current tax rate/km

### Duties include:

- I. Act as HLN's Knowledge Broker for the Southern NSW Drought Resilience, Adoption and Innovation Hub. This involves:
  - o Working with the farming community to identify needs and priorities.
  - o Work with various technical advisors to provide landholders and discussion groups with the most appropriate technical information around topics of interest or concern.
  - o Develop project proposals including sourcing innovative ideas, identifying opportunities, consulting with farming members, establishing partnerships, defining scope and writing and submitting funding proposals.
  - o Attendance of events

- II. Event management and coordination
- III. Deliver on the HLN communications strategy. This will include:
  - working with the EO to deliver organisational communication needs
  - assisting the HLN project team to achieve their project communication plans including the production of a wide range of communication materials such as online content, written publications, podcasts, videos, photography, media releases, posters, brochures and newsletters.
  - social media development, design and coordination
  - website management
  - media monitoring
- IV. Foster partnerships with collaborating organisations and media organisations
- V. Other duties as required.

**Required Attributes:**

- Excellent networking, relationship building and people skills, especially an ability to work with and motivate farmers and industry professionals with a diverse range of personalities, values and backgrounds.
- An ability to think strategically and to recognise and act on potential opportunities.
- Solid communication skills across a range of media including the ability to translate complex, technical research outcomes into easily understood practical information.
- A broad knowledge of farming systems, their issues and constraints with the eastern Murray and Murrumbidgee region
- Good time management and organisational skills including the ability to plan and achieve tasks unsupervised.
- A natural propensity to be a good team player

**Additional Information**

- Flexibility in working hours may be required at times to attend meetings and work on activities outside of normal work hours. The position will involve travel around the region and, very infrequently, overnight stays may be required.
  - You may be required to use your own vehicle for work purposes and will need to provide copies of current registration and insurance. Any work-related vehicle use will be reimbursed on a per kilometre basis in line with current Australian Tax Office recommended rates.
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# APPLICATION PROCESS AND SELECTION CRITERIA

To apply, please provide ALL the following:

- Brief covering letter, outlining why you are seeking this position (1 page maximum)
- Your current resume including contact details for two referees, which should include a current or recent employer or supervisor.
- Your claims against each of the Selection Criteria. Please respond to each criterion directly.

Complete applications addressed to Alison Southwell by email at [office@holbrooklandcare.org.au](mailto:office@holbrooklandcare.org.au) by

**Applications close Sunday 12<sup>th</sup> of February 2023**

## SELECTION CRITERIA

**Applicants must address each of the essential selection criteria with relevant examples.**

### Essential

1. Relevant qualification and experience in Agriculture, journalism or other related field.
2. High level interpersonal skills (including facilitation, teamwork, collaboration) and an ability to build relationships and motivate farmers and industry professionals with a diverse range of personalities, values and backgrounds.
3. Demonstrated communication skills across a diverse range of media including the ability to translate complex, technical research outcomes into easily understood practical information, online, written and orally.
4. Demonstrated understanding of farming in south-eastern Australia
5. An ability to think strategically and to recognise and act on potential opportunities.
6. Demonstrated time management and organisational skills including the ability to plan and achieve tasks unsupervised.
7. Competence in the use of Microsoft Office suite, email and online systems.
8. A current driver's license.

### Desirable

9. Demonstrated understanding of farming systems and land management challenges in medium to high rainfall zone of the eastern Murray and Murrumbidgee regions.
10. Experience in working and communicating with landholders or farming groups to facilitate on farm practice change.