

## Position description

Position Title	Marketing and Communications Officer
Reports to	Communications Manager
Date Prepared	November 2023

### 1. About PHA

Plant Health Australia (PHA) is the trusted coordinator of the Australian plant biosecurity system. We bring expertise, knowledge and stakeholders together to generate solutions that improve biosecurity outcomes to ensure that the system is future-oriented and solutions-focused.

### 2. About the position

The Marketing and Communications Officer provides support to the Marketing and Communications unit and reports to the Communications Manager, providing marketing and communications services and support to effectively promote the activities of Plant Health Australia (PHA). The role works closely with a range of internal stakeholders including Program Managers and Project Officers to develop and implement the Company's communications activities.

The position is based in the PHA office in Canberra and is available on a full-time / part-time (minimum 28 hours per week) basis for one year, with the potential for further extension.

### 3. Working and reporting relationships

- The position reports to the Communications Manager.
- Member of the Marketing and Communications unit.
- Good working relationships with the Marketing and Communications team, Project Officers and functional area Managers.

### 4. Key responsibilities

- Support the development and implementation of internal and external marketing and communications activities.
- Develop marketing and communications collateral.
- Provide website support.
- Provide administrative support.

### 5. Decision making authority

This position holds no delegations.

## 6. Key capabilities, experience and qualifications

Key capabilities necessary for the role, including behavioural competencies, relevant experience, and qualifications.

<b>Experience / knowledge / attributes</b>	<b>Essential /Desirable</b>
Good stakeholder management, relationship, interpersonal and verbal communication skills.	Essential
Proven experience in strategic marketing and communications development and planning.	Essential
Proven desktop publishing and graphic design skills using Adobe Creative Suite.	Essential
High level of professionalism, confidentiality, and sound judgement.	Essential
Recent experience working in digital communications, including content management systems, with strong social media expertise.	Desirable
Strong writing skills with the ability to translate complex information into plain English, with a high level of accuracy.	Desirable
Demonstrated ability to work autonomously and as a member of a team.	Desirable
Knowledge of social, technical, and economic issues relevant to plant industries.	Desirable
<b>Qualifications</b>	
Relevant tertiary qualifications in communications, marketing, public relations, journalism or a related discipline (or working towards completion).	Essential

### **Work rights:**

Candidates must have ongoing work rights in Australia, independent of any employment with PHA. PHA does not generally act as a sponsor for overseas employees. Where PHA is offering sponsored employment, this will be clearly specified in the job advertisement.