

POSITION DESCRIPTION

Position title	Marketing and Communications Officer
Reports to	Communications Manager
Date prepared	October 2024

1. About PHA

Plant Health Australia 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 the system is future-oriented and solutions-focused.

PHA also aspires to be an employer of choice with a strong employee value proposition.

2. About the position

The Marketing and Communications Officer provides support to the Marketing and Communications team and reports to the Communications Manager, providing marketing and communications services and support to effectively promote PHA's activities. The role works closely with a range of internal stakeholders including Program Managers and Project Officers, as well as external stakeholders, 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 or part-time (minimum 30 hours per week) basis for an initial period of two years.

There is occasional interstate travel required for this position.

Working and reporting relationships

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

3. Key responsibilities

Key responsibilities include:

- Provide support to develop, implement and maintain PHA's internal and external marketing and communications activities.
- Develop digital and printed marketing and communications collateral.
- Provide website support.
- Provide administrative support.

4. Decision making authority

This position holds no delegations.

5. Key capabilities, experience and qualifications

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

Experience/Knowledge/Attributes	Essential/Desirable
Strong interpersonal, stakeholder management, relationship and verbal communication skills.	Essential
Strong writing skills with the ability to translate complex information into plain English, with a high level of accuracy.	Essential
Demonstrated experience in strategic marketing and communications development and planning.	Essential
Demonstrated desktop publishing and graphic design skills using Adobe Creative Suite.	Essential
Demonstrated experience working in digital communications, including content management systems, with strong social media experience.	Essential
Highly organised with excellent time management skills and a demonstrated ability to respond to changing priorities, manage multiple tasks and meet competing deadlines.	Essential
High level of professionalism, confidentiality, and sound judgement.	Essential
Demonstrated ability to work autonomously and as a member of a team.	Essential
Knowledge of social, technical, and economic issues relevant to plant industries.	Desirable
Qualifications	
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.