



Position Description Communications Manager

Sustainable Timber Tasmania (STT) is a Government Business Enterprise with responsibility for managing approximately 800,000 hectares of Tasmanian public production forest. As a land manager and as a provider of renewable forest products, sustainability is at the heart of everything STT does. It's the long-term future for our business and includes sustainably managing the forest estate, sustainably supplying timber; and sustainably growing our business.

ORGANISATIONAL CONTEXT

Division:	Land Management	Group:	Communications
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POSITION PURPOSE

Manage the strategic external communications at Sustainable Timber Tasmania.

POSITION DETAILS

Position No.	Reports To	Direct Reports	Location
tbcc	General Manager – Land Management	Communications Advisor	Hobart

Industrial Instrument	Non – EA Contract of Employment
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Broadband Classification	N/A
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POSITION ACCOUNTABILITIES

- Implement the Communications Plan to increase brand awareness and manage reputational risk
- Manage the strategic external communications of Sustainable Timber Tasmania
- Develop proactive communication initiatives that enhance the recognition of STT as a good custodian of Tasmanian public forest assets
- Anticipate and proactively develop communications approaches to upcoming and emerging issues
- Establish professional relationships with key stakeholders to grow the positive exposure of STT
- Manage a small team that can execute the Communications Plan
- Access and manage external resources as required
- Develop and review communications strategies to facilitate a positive corporate image and positioning of the organisation

KEY COMMUNICATIONS

- General Management Team and Senior Managers – to maintain awareness of activities, developments, markets and threats
- Engagement Manager – to deliver consistent communications and stakeholder support to the business
- Industry stakeholders and networks e.g. AFPA, TFFPN, FIAT to leverage communications within Tasmania and nationally

QUALIFICATIONS, SKILLS, EXPERIENCE AND ATTRIBUTES

- Tertiary qualifications in communications, journalism, management or other appropriate field / at least 5 years' experience in a strategic communications role.
- Presentation, verbal and written communication skills
- Project management experience
- Able to deliver professional, politically sensitive messages
- Supervisory experience
- Creative team player who can work collaboratively and under pressure

CAPABILITIES FOR COST CENTRE MANAGER (see Capabilities Framework for more detail)		
Leads Business	Strategic Prioritising and Planning	Translates organisational strategy into clear priorities and plans for the business unit to execute.
	Business Acumen	Analysing and integrating a range of financial and business information to generate sound business plans and decisions.
	Operational Decision Making	Systematically seeking, integrating and analysing information, generating alternatives and weighing up ideas as well as consequences to make viable business decisions.
	Customer Focus	Keeping internal and external customers central to business priorities, decision making, processes, and team activities; maximising customer value through measuring and incorporating customer feedback.
Leads People	Coaching and Developing Others	Providing individual feedback, guidance and encouragement to help employees gain insight into their strengths and capability gaps, access appropriate development activities and achieve goals in their current and future roles.
	Guiding Team Success	Establishes team direction, structure, goals and responsibilities to enable the achievement of business goals.
	Innovation	Creating and supporting novel approaches to address challenging environmental, organisational, technical or commercial situations and problems, to drive efficiencies and create customer value.
	Delegating and Empowering Others	Sharing responsibility down through the business unit to grow capability and effectively achieve team objectives.
	Facilitating Change	Encouraging others to improve processes, systems and products; leads change initiatives helping others to overcome resistance and adapt to new ways of working.
Engages Others	Building Partnerships	Proactively builds and maintains collaborative business relationships with people inside and outside (if relevant) of STT to facilitate the effective delivery of business goals.
	Influencing Others	Formulates a persuasive argument to build commitment to an agenda or influence others' commitment to a course of action or plan.
Leads Self	Courage	Proactively addresses difficult situations, advocates for others and takes definitive actions to protect the interest of individuals, the organisation and the environment.
Values	1. Respect – We create safe spaces	
	2. Responsibility – We take ownership	
	3. Growth – We create sustainable value	
	4. Excellence – We make it happen	

CHALLENGES

The main challenges facing the position include:

- Building an effective communications approach within STT to enhance and promote the brand and managing risk
- Developing relationships and conduits for communications that will enhance the STT reputation in the community
- Navigating a challenging political environment.

OTHER REQUIREMENTS

- Hold a current driver's licence
- Required to participate in the Performance Development process
- Required to achieve and maintain the required skills, certificates and accreditation to perform the requirements of the role
- Must comply and adhere to the organisation's policies and procedures, including the Code of Conduct
- Out of hours work may be required and all staff are encouraged to be available for rostered fire duties on weekends, public holidays and outside normal work hours
- Must adhere to duty of care responsibilities to self and others under health and safety legislation.

ORGANISATION CHART

Land Management Group

