

# Position Description

<b>Position title</b>	Communications and Marketing Officer
<b>Position number</b>	CP01/16
<b>Organisation</b>	Victorian Recreational Fishing Peak Body
<b>Employment status</b>	Part time/ Full time, Fixed term (12 months)
<b>Salary</b>	TBA, subject to skills and experience
<b>Position reports to</b>	VRFish General Manager
<b>Location</b>	10/158-170 Nelson Place Williamstown
<b>Position contact</b>	Mr Dallas D'Silva, VRFish General Manager on (03) 9637 6318

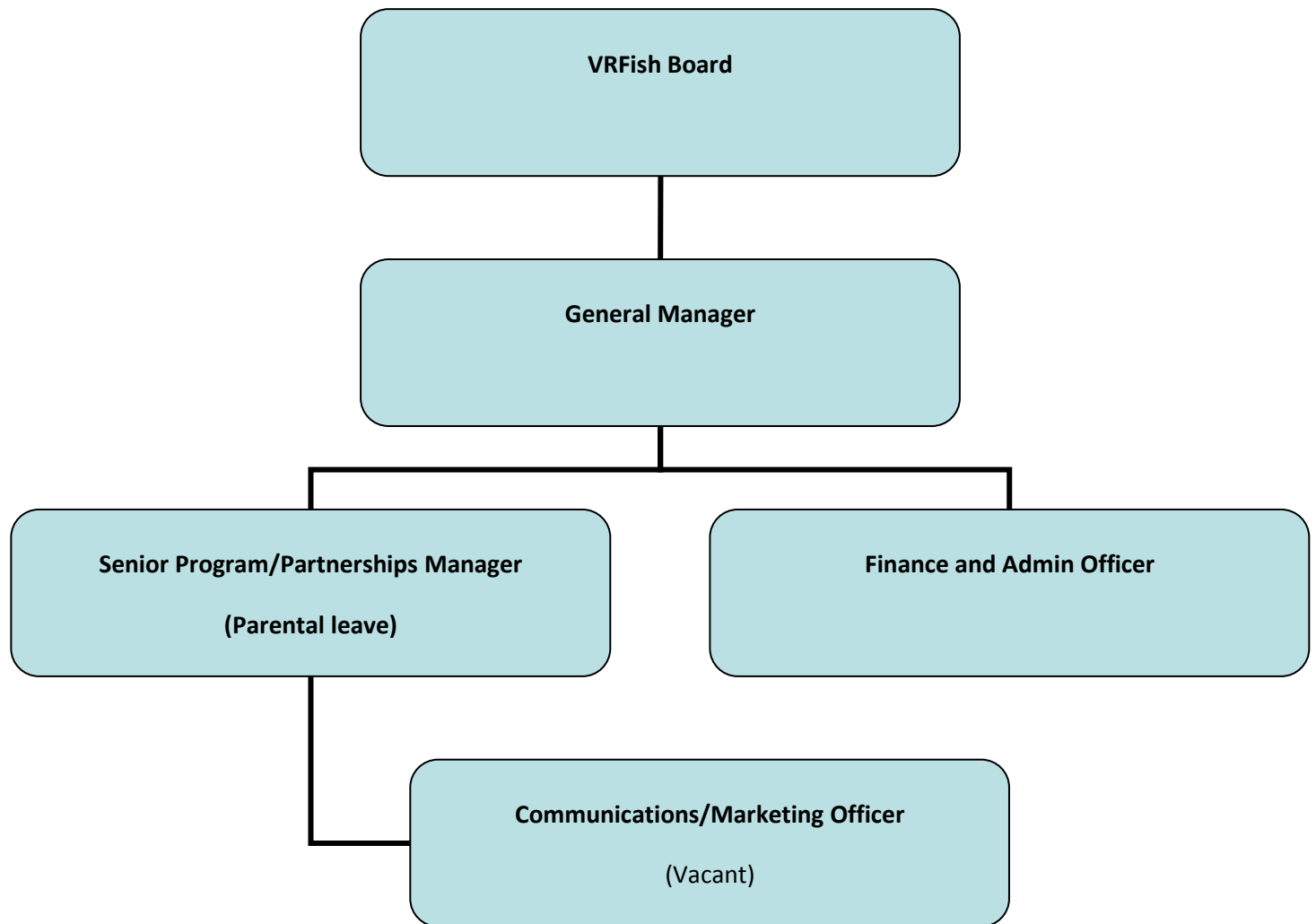
## Role purpose

VRFish, the Victorian Recreational Fishing Peak Body, is the representative body for over 838,000 Victorian recreational fishers. The organisation represents the interests of Victorian recreational fishers to the government, broader community and other related groups. The organisation is the focal point for recreational fishing advice to and from the State Government of Victoria and is supported by a funding agreement.

VRFish is governed by a Board with a diverse set of business, policy, strategy, finance, administration and advocacy skills. Pivotal to the organisation is the strong regional State Council structure that is in place with representatives from across Victoria.

The head office is based in Williamstown and we have a close working relationship with other kindred interest groups. The organisation continues to stay in touch with evolving recreational fishing and broader community attitudes. A temporary vacancy has opened up due to another staff member taking parental leave. The primary responsibility of the position is to assist in the effective implementation of our business plan and deliverables of the Funding Agreement with the State Government. It is also expected the role will implement communication strategies and actions to promote our business into the future and improve communication and collaboration with our diverse client and stakeholder groups. The position reports to VRFish General Manager and is for a 12 month period.

The organisation structure for 2015/16:



**Key accountabilities**

- Provide advice to the VRFish General Manager on recreational fishing issues, opportunities and threats.
- Assist in the effective implementation of VRFish business, budget, projects, policies, strategic/ business plans and internal procedures.
- Assist in the effective communication and marketing of VRFish.
- Assist in the administration and operation of internal committees, State Council, Board and the Annual General meetings.
- Undertake other duties requested by the General Manager.

**Key selection criteria**

- Knowledge and understanding of Victorian recreational fisheries and the issues affecting its future growth.
- Experience in communication, marketing and extension to a large and diverse stakeholder group.
- Interpersonal and leadership skills, including experience participating in multi-disciplinary teams.
- Initiative, organisational and project management skills, including the ability to prioritise work and manage multiple priorities with minimal guidance.
- Demonstrated commitment to organisational values and behaviours.
- Ability to travel within Victoria and interstate.

**Other knowledge and skills**

- **Communication** – Assists in the development and implementation communication plans, letters and submissions on complex issues for the General Manager.
- **Planning & Organising** – Assists in strategic, business, project and complex service delivery planning determining approaches to be undertaken and delegating effectively to ensure achievement of business objectives
- **Stakeholder Management** – creates effective structures to manage stakeholders, and negotiates with and influences diverse stakeholder groups on highly complex issues in order to secure long-term gains for the area and/or stakeholders.
- **Interpersonal Skills** – builds rapport and trust quickly, alters approach as the situation demands, and diffuses difficult situations in a manner that puts stakeholders at ease.
- **Organisational Awareness** – uses understanding of the organisational environment to build collaborative partnerships across the portfolio, anticipate and effectively address emerging issues, develop innovative programs and initiatives, and advise and negotiate with senior management in order to achieve long term strategic organisational goals.

**Personal qualities**

- **Empathy and Cultural Awareness** – demonstrates an interest in and an appreciation of a range of different cultures and actively seeks to understand and effectively address the issues and views of others.
- **Detail Focus** - undertakes finely detailed work in a precise and accurate manner.
- **Resilience** – demonstrates perseverance in achieving objectives and copes effectively with setbacks and problems.

**Important information**

The organisation is committed to providing and maintaining a working environment which is safe and without risk to the health of its employees.

VRFish employees are required to demonstrate a commitment to the Code of Conduct, which includes:

- **The organisation values and behaviours** – serve the community, work together, act with integrity, respect other people and make it happen.
- **The environment** – the organisation is committed to minimising its environmental impact and requires all staff to comply with its environmental policy.

- **Recordkeeping** – the organisation is committed to good recordkeeping and requires all staff to routinely create and keep full and accurate records of their work-related activities, transactions and decisions, using authorised systems.
- **Diversity** – the organisation embraces diversity amongst its staff and strongly encourages suitably qualified people from all cultural backgrounds to apply.

Please visit the VRFish website ([www.vrfish.com.au](http://www.vrfish.com.au)) for important information on:

- The VRFish Strategic Plan 2012-2017 and Annual Business Plan
- The VRFish and State Government Funding Agreement 2012-16
- Our Code of Conduct