

## COMMUNICATIONS OFFICER

- **Communications, campaigns, and events responsibilities**
- **Peak national industry organisation based in Canberra**
- **Approx \$90K remuneration package depending on qualifications and experience**

**CropLife Australia** is the peak industry organisation representing the nation's plant science sector (chemical crop protection products and agricultural biotechnologies). CropLife works to advance productive and sustainable agriculture through the responsible use of industry products and leads efforts to ensure a science-based, efficient and effective regulatory environment that supports Australia's farmers to access the innovations of the plant science industry.

CropLife is seeking to appoint a skilled and highly motivated professional to deliver internal and external communications activities. The role will support the Director of Media and Communications and the Chief Executive Officer in developing and delivering communications and advocacy strategies.

Major responsibilities include:

- Produce a wide range of written materials including web and social media content, publications, media releases and newsletters
- Provide support for advocacy and public relations strategies
- Social media development, design, and coordination
- Website management
- Media monitoring
- Event management and coordination

Key policy areas of focus may include:

- Agricultural chemical and crop biotechnology regulation
- Environmental management and the sustainable use of pesticides
- Adoption and acceptance of genetically modified crops and gene-editing
- Responsible use/stewardship of the products of the plant science industry
- Australian and global agriculture

The Communications Officer will report to the Director of Media and Communications but is also required to work with relevant policy advisers and the Chief Executive Officer.

### Qualifications:

To be successful you will need to demonstrate a high-level corporate communications capacity and excellent interpersonal skills, as well as an effective track record or capability in several the following key areas:

- Previous experience working in communications and advocacy
- High-level written and oral communication skills
- Comprehensive knowledge of social media platforms and web and print-based marketing tools
- A good understanding of the media at regional and national levels
- Demonstrated experience in events and campaigns
- Demonstrated experience in stakeholder relationship management, strategic communications, issues management and/or advocacy campaigns
- Excellent advisory skills and confidence in providing guidance and advice to senior managers
- Capacity to think spontaneously, work proactively, respond positively to pressure, manage complex projects in a timely fashion and work constructively with a wide range of stakeholders in a small team
- Skills in, or understanding of, good design principles
- A passion for, or interest in agriculture/science
- Relevant academic qualifications

Your application should comprise a concise cover letter detailing relevant attributes and suitability for the position and current CV and should be submitted by **Friday 27 January 2023** marked in confidence, addressed to:

Elyse Denman, Director of Media and Communications **and sent via email to** [publicaffairs@croplife.org.au](mailto:publicaffairs@croplife.org.au)

Further information on CropLife and a position description is available at [croplife.org.au/about-us/job-opportunities/](https://croplife.org.au/about-us/job-opportunities/)