



DIRECTOR OF MEDIA AND COMMUNICATIONS

- **Media, Corporate Communications and advocacy responsibilities**
- **Challenging role**
- **Peak national industry organisation based in Canberra**
- **Approx \$135K remuneration package**

CropLife Australia is the national peak industry organisation for Australia's plant science sector (chemical crop protection products and crop biotechnologies). CropLife leads efforts to ensure an independent science-based, efficient and effective regulatory environment that supports innovation and facilitates the nation's farming sector's access to high-quality products from the plant science industry. The organisation also works to advance sustainable agriculture by fostering the responsible use of industry products and world-leading industry stewardship programs and initiatives.

We are seeking to appoint a highly-skilled and motivated professional to provide media and internal and external communications expertise, as well as develop, maintain and execute a media and communications strategy, and support the organisation's overall advocacy strategy. This position directly supports the Chief Executive Officer in execution of strategic communications and media management. Major responsibilities may include:

- Producing a wide range of electronic and print communication materials including: feature publications and reports, industry briefing notes, advertising and promotional materials and submissions
- Developing and executing corporate communications and advocacy strategies aimed at gaining support for the plant science industry's agenda through a comprehensive media and communications strategy
- Contributing to the development and implementation of CropLife's Strategic Operational Plan
- Managing CropLife's social media activity and website, as well as other communications and social media platforms and applications
- Organising and coordinating CropLife's major events
- Media monitoring, management and liaison, including production of media releases and support material and engagement of relevant journalists and industry media contacts
- The role is supported by our Communications Officer.

Key topics of focus of the media and communications activities may include:

- Agricultural chemical and crop biotechnology product regulation
- Crop protection product innovation and their sustainable use in farming
- Adoption and acceptance of genetically modified crops and gene-edited seed innovations
- Responsible use/stewardship of the products of the plant science industry
- Australian and global agriculture

The Director of Media and Communications will report directly to CropLife's Chief Executive Officer and has the Communications Officer report directly to them. They will also work closely with CropLife's Director of Government and Strategic Relations.

Qualifications:

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

- Well-developed oral and high-level written communication skills, as well as a good knowledge of web, electronic and print-based communication tools
- Excellent advisory and briefing skills and confidence in providing guidance and advice to senior managers
- Demonstrated experience in strategic communication, issues management or advocacy campaigns
- An excellent understanding of the media at regional and national levels and exceptional media management
- Capacity to think spontaneously, respond positively to pressure, manage complex projects and work constructively with a wide-range of stakeholders and in a small team
- A good team player, attention to detail, able to multi-task and prioritise and to be flexible in a fast-paced organisation
- Relevant academic qualifications.

The role requires domestic travel and occasional international travel in normal operating periods.

Your application should comprise a current CV and sample piece of your own writing (media release, briefing paper), as well as a concise covering letter outlining your key attributes for the position and should be submitted by **Monday 13 September 2021** addressed to:

Mr Matthew Cossey
Chief Executive Officer

And sent via email to the CEO's EA judith.old@croplife.org.au

Further information on CropLife and a position description is available at www.croplife.org.au