

Job Purpose:

The purpose of the position is to:

- provide internal and external communications, research and advocacy materials, tools, strategies, and activities in association with the Chief Executive Officer and other secretariat staff;
- develop, manage and coordinate media and corporate communications activities;
- develop and deliver research, policy and public information and communications material, content, tools and activities; and
- Advise and support the Chief Executive Officer in strategic communications, media and advocacy activity.

Reports to: The position reports to the Chief Executive Officer

Direct Reports: The Communications Officer is a direct report to this position and one external contractor (communications) for the Agricultural Biotechnology Council of Australia.

Key Duties:

Specific Accountabilities:

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Communications & Corporate Strategy:	<ul style="list-style-type: none"> • Contribute to the development, implementation and execution of a media and communications strategy aligned with the annual Strategic Operational Plan. • Develop and produce written communications material, including electronic and print communications to meet the organisation’s strategic operational requirements. • Coordinate the organisation’s publications, information and advocacy materials, websites and member/client/community engagement communications. • Provide high level editorial skills and support the communications needs of CropLife other senior staff in preparing and finalising parliamentary submissions and other similar material. • Manage CropLife’s social media activity and maintenance of CropLife’s website and other communications and social media platforms and applications. • Coordinate with the Director of Government & Strategic Relations on Corporate strategy
Advocacy strategy	<ul style="list-style-type: none"> • Develop campaign and advocacy strategies in coordination with the Director of Government and Strategic Relations including, as required, consulting with CropLife Australia members, staff and external stakeholders. • Monitor, evaluate and report on advocacy activities against agreed plans. • Support the Chief Executive Officer with general media, corporate communications and key stakeholder management activities. • Support the Director of Government & Strategic Relations in delivering the organisation’s government and parliamentary affairs strategy and cover their core duties when they are absent.

Media Management & Liaison:	<ul style="list-style-type: none"> • Produce regular media summaries to the established internal industry network and coordinate all requests relating to these media summaries. • Develop and implement, in association with the Chief Executive Officer, proactive public relations activities. • Develop, maintain and manage a network of media contacts to assist in the delivery of CropLife messages and information. • Prepare or arrange media releases as required on key industry and sector issues. • Proactively engage media in support of business and stakeholder engagement strategies through development of stories and leads, implementing engagement activities to build understanding and subsequently the reputation and profile of CropLife Australia with key media • Oversee the ongoing development of the corporate identity, in-line with the CropLife brand and communications strategy
Issues Management:	<ul style="list-style-type: none"> • Monitor, analyse and report on CropLife focus areas, as well as those where CropLife has an active campaign and, working with the Chief Executive Officer and other staff, ensure that CropLife's messages and communications and advocacy strategy respond appropriately • Coordinate research, surveys and activities in support of CropLife's focus areas; • Monitor, analyse and report on developments in respect to the relevant campaigns of activists and other interest groups in relevant areas for the plant science industry • Prepare information briefs and other materials on relevant media, public policy, and industry issues
Writing:	<ul style="list-style-type: none"> • Produce a wide range of written material, with input from relevant CropLife staff, including: <ul style="list-style-type: none"> ○ Member alerts, industry and external newsletters, media releases, fact sheets, publications, speeches, and reports; and ○ Advocacy materials, including but not limited to web pieces, publications, briefing notes, opinion pieces and other corporate communication tools
CropLife Events:	<ul style="list-style-type: none"> • Lead, manage and support CropLife events and, when necessary, manage the involvement of any external event organisers that may be engaged by CropLife to organise such events.

Attributes:

- Extremely well-developed oral and written communication skills.
- Ability to work independently and network effectively with a wide range of people and stakeholders across Australia and internationally.
- Well organised, able to multi-task and deal with multiple competing priorities.
- Be a cooperative and constructive member of a small, multi-disciplinary team at CropLife Australia.
- Good strategic, analytical, media management, corporate communications and advocacy skills.
- Ability to build good relationships at all levels and to be able to advise, influence and coach.
- Proactive, self-motivating, decisive, high-level of crisis tolerance.
- Good team player, strong interpersonal skills, attention to detail and ability to find win-win solutions.
- Ability to serve as a conduit in the sharing and distribution of information between the communication team and senior management, other staff, member company employees and international colleagues.
- Flexibility in a fast-paced organisation.
- Ability to frequently measure the effectiveness of ongoing programs and adapt accordingly.

Travel: The role requires domestic travel and occasionally international travel in normal operating times.

Other Duties: Any other duty as may from time to time be requested by the Chief Executive Officer in support of the organisation's strategic operations plan.

All duties to be carried out in accordance with the CropLife Human Resources Policies and Procedures Employee Handbook and personal performance result areas agreed with the Chief Executive Officer (or any incumbent acting in this position) each year.

Key Strategic Business Contacts for the Position:

Internal: Chief Executive Officer, CropLife Staff, CropLife Committees, CropLife Members, communication officers throughout the CropLife International network, Agsafe, AgStewardship Australia, Agricultural Biotechnology Council of Australia staff.

External: Journalists, Media and Communications Officers in associated industry and farmer organisations and key stakeholder and strategic partner organisations; external service providers, as required, federal, state and territory ministerial media advisors; media and communications officers of Commonwealth and state and territory departments

Budget Control: Responsible in cooperation with the Chief Executive Officer for the agreed corporate affairs project budgets

Employee's Signature: **Date:**

Employer's Signature: **Date:**