



Positive environmental actions, for everyone.

## **JOB DESCRIPTION**

<b>ROLE:</b>	Communications Specialist – Circular Economy
<b>MANAGER:</b>	Head of Communications
<b>DIRECT REPORTS:</b>	None
<b>HOURS:</b>	37.5 hours per week
<b>DATE:</b>	Mar 2022

### **FUNCTION and PURPOSE:**

The primary objective of the Communications Specialist – Circular Economy role is:  
To work with the Head of Communications and Campaign Managers, particularly the Australian Circular Economy Hub (ACE Hub) Manager, to support the planning, implementation and evaluation of the ACE Hub's media-based activities.

### **PRINCIPAL DUTIES and RESPONSIBILITIES**

- 1** Assisting the Head of Communications to manage and maintain the online and public facing presence of the ACE Hub and develop strategic planning of ongoing content as well as project-based comms plans.
- 2** Creating regular content for the ACE Hub including news, features and case studies. This includes researching, interviewing, writing and subediting copy, often independently.
- 3** Maintaining the online presence of the ACE Hub through regular content updates on existing areas of the platform such as policy and research and contributing to ongoing website development and improvement.

- 4** Assisting in the evaluation of the ACE Hub’s communication-based activities including monitoring media clips; providing analysis of coverage as required; compiling and editing the media elements of campaign evaluation reports.
- 5** Curating the ACE Hub’s social media presence across Planet Ark’s social media platforms and supporting the ACE Hub Portal Community Coordinator to deliver content for the collaboration platform.
- 6** Undertaking various media and communications support activities including editing monthly ACE Hub e-newsletter, assisting at media events, being the point of contact for ACE Hub media enquiries.
- 7** Assisting with editing and consolidating research content for ACE Hub research reports.
- 8** Participating in relevant meetings including general staff meetings, campaign team meetings, media team meetings and external meetings, and identify and undertake professional development opportunities.
- 9** Assisting at occasional Planet Ark functions such as National Tree Day and National Recycling Week events.
- 10** Ensuring personal adherence to the Planet Ark HR Manual.
- 11** Contributing to other organisational activities beyond the scope of the Communications Specialist – Circular Economy role as agreed, and other duties as reasonably directed by the Head of Communications.

#### **WORKING RELATIONSHIPS:**

<b>INTERNAL</b>	<b>EXTERNAL</b>
Head of Communications	Media
ACE Hub Management	PR Agencies
Portal Community Coordinator	Planet Ark’s partners and supporters
Information Centre staff	Other suppliers and contractors
Executive team	
Web developer	
HR team	

## **ESSENTIAL SELECTION CRITERIA**

1. Relevant tertiary qualifications and/or workplace experience in media, PR and/or communications
2. Demonstrated knowledge of the Australian media and media promotions
3. Strong interpersonal skills, a good phone manner and a capacity for problem-solving and diplomacy
4. Ability to work individually or as part of a team and take directions from others
5. Sound verbal and written communication skills and experience in writing for a range of audiences including writing media releases and articles
6. Strong time management skills, with an ability to manage ongoing, concurrent tasks, work under pressure and meet tight deadlines
7. Ability to build and maintain successful relationships with new and existing media contacts
8. Attention to detail and an ability to establish systems for smooth and effective operation in an office environment
9. Computer literate in generic computer packages such as Microsoft Office and some familiarity with the Internet and databases
10. Strong understanding of social media platforms, with ability to produce creative content and copy ideas
11. Willingness to develop new skills and undertake workplace training and learning
12. A strong alignment with Planet Ark's mission and values

## **DESIRABLE CRITERIA**

1. Knowledge of the Circular Economy
2. Experience working with a not-for-profit entity