# Department of Energy, Environment and Climate Action

Position Description





## Position details

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| **Position title:** | Program Manager Media and Communications |
| **Position number:** | 50935130 |
| **Classification:** | VPS Grade 5 |
| **Salary range:** | $113,022 to $136,747 plus superannuation |
| **Employment type:** | Ongoing |
| **Group:** | Bushfire and Forest Services Group |
| **Division & Branch:** | Office of the Chief Conservation Regulator |
| **Work location:** | Flexible within Victoria  Hybrid work arrangement available: Yes  No |
| **Reports to:** | Manager Office of the Conservation Regulator |
| **Direct reports:** | Yes  No If yes, how many? 1 |
| **Further information:** | Paul Gray, 0418 599 309 |

Position purpose

Media and communications are key regulatory functions, supporting the Conservation Regulator’s mission to be an effective, trusted, best practice regulator.

The Program Manager Media and Communications is the media and communications lead for the Office of the Chief Conservation Regulator. The role leads the Conservation Regulator’s work to develop regulatory communications, for internal and external stakeholders, informing a range of Conservation Regulator strategic initiatives and issues management.

Responsibilities include developing and implementing a variety of regulatory communication strategies, providing expert communications advice to executives and staff, writing communication materials, brand development and enhancing internal communications practices across the division.

Context

**Group**

Bushfire and Forest Services (BFS) is the public land manager for 3.2 million hectares of State forests, including delivery and maintenance of recreation assets, tourism services and forest health activities, and leads DEECA’s works across the state in preparing for and responding to fire and other emergencies on public land, to reduce impacts on people, property and the environment.

BFS employs over 1,900 people in every corner of Victoria, with an additional seasonal workforce that contributes to Victoria’s bushfire response capability. We create local jobs, employing people from the communities we serve.

BFS provides high quality advice to government on forest, and fire and emergency management. As one of DEECA’s primary connections to local communities across the state, the group also provides valuable intelligence on how policy and programs can be designed and delivered to better meet the needs of Victorians.

**Division**

The Conservation Regulator is accountable for the delivery of DEECA’s regulatory responsibilities in biodiversity, fire prevention and public land use regulation. Our mission is to be an effective, trusted, best practice regulator – ensuring transparency, collaboration and strong regulatory capability to deliver on regulatory outcomes. As a risk-based, intelligence-led regulator, we focus regulatory effort on the highest environmental and compliance risks at the state, regional and local level. We use targeted regulatory interventions to educate, provide guidance, and monitor and enforce compliance with the law.

In addition to regulation for conservation and wildlife, we deliver a non-regulatory assurance program to support transparency and continuous improvement in forest and fire operations works.

We are based state-wide and value the delivery of our services at place. We value working collaboratively across the Conservation Regulator, as one, to deliver effective outcomes in our areas of responsibility.

We work closely with our regulatory partners, our departmental colleagues, traditional owners, stakeholder groups and the community to deliver outcomes for conservation, public land management and wildlife.

**Unit**

The Office of the Chief Conservation Regulator is responsible for ensuring the smooth operations of the Conservation Regulator. The unit provides strategic advice services to the Chief and Conservation Regulator executive Leadership Team. The unit leads and delivers on strategic projects issues management, media and communications, community engagement and partnerships, reporting and business planning.

Staff working for the Office of the Chief Conservation Regulator that are also an Authorised Officer or have a desire to be an Authorised Officer will be supported in maintaining or gaining their authorisations. This will be achieved by assisting broader Conservation Regulator operational delivery and by undertaking ongoing training and capability development. Supporting broader Conservation Regulator operational delivery will be subject to Office of the Chief Conservation Regulator business priorities.

Accountabilities

* Develop and implement communication campaigns and strategies to manage issues and plans that support key regulatory initiatives.
* Build effective stakeholder relationships with executives and staff and provide them with strategic advice on communications opportunities, issues management and the most appropriate means for communicating to target audiences within a regulatory context.
* Coordinate responses to media inquiries in collaboration with teams across the Conservation Regulator, DEECA’s Corporate Communications Team and Regional Communications Teams.
* Oversee the development and implementation of brand development strategy.
* Provide advice and information consistent with media and communications protocols and procedures.
* Oversee intranet and internet sites to ensure information is accurate and reflects Conservation Regulator priorities.
* Identify opportunities to improve internal communications practices and enhance staff engagement.
* Assist with the management of events to ensure an engaging experience and successful outcomes.
* Ensure the highest ethical standards in the delivering the department’s objectives, with a strong commitment to the DEECA values, including safety and wellbeing
* To practice cultural safety by creating environments, relationships and systems free from racism and discrimination so that people can feel safe, valued and able to participate.

Key Selection Criteria

The key selection criteria specified below outline the capabilities required for the position.

**Specialist/Technical Expertise/Qualifications**

* Expertise in communications, public relations, or other relevant degrees is desirable.

**Capabilities**

**Outcomes thinking:**

* Can formulate communication strategies to meet project and organisational needs.
* Actively works to remove barriers to achieving the desire outcomes.
* Quickly sums up complex options and recommends a clear way forward.
* Monitors overall project performance against project plans.
* Uses understanding of political sensitivities to actively champion the project.

**Working collaboratively:**

* Identified opportunities to work with other teams to delivery outcomes.
* Builds a culture of collaboration both internal and external to the organisation.
* Identifies, and works to overcome barriers to knowledge or information sharing.

**Influence and Persuasion:**

* Develops long-term, complex and multi-phased plans to influence others.
* Implements complex strategies to build buy-in and support from key internal and external clients or stakeholders.
* Uses a variety of different influencing approaches tailored to different clients.
* Effectively negotiates with clients/stakeholders to achieve desired outcomes.

**Flexibility and Adaptability:**

* Adapts systems, processes and the work program quickly in response to changed priorities and situations.
* Builds commitment of others to adopt new strategic to delivery against outcomes.
* Highly effective in working in collaboration with others across teams and external organisations.

Position specific requirements

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| Financial Delegation Value | **$0** A declaration of Private Interests will be required for positions with financial delegations of >$20,000 |
| The occupational health and safety requirements of this position may include, but are not limited to: | Sedentary desk work |
| DEECA will conduct relevant checks about applicants and the information provided within an application. Checks will include but are not limited to: | A Declaration and Consent form consenting to DEECA contacting current and previous employer(s) to substantiate employment history, past conduct and performance is required.  A satisfactory National Police Check will be required (for all non-DEECA employees). |
| Employment terms and conditions | Are governed by the *Victorian Public Service Enterprise Agreement 2024* and the *Public Administration Act* *2004.*  Recipients of Victorian Public Service (VPS) voluntary departure packages should note that re-employment restrictions apply  Non-VPS applicants will be subject to a probation period of six months |
| Privacy | The department affirms that the collection and handling of applications and personal information will be consistent with the requirements of the Privacy and Data Protection Act 2014. |

About the Department

We employ approximately 6,300 staff, including around 600 seasonal staff, across more than 86 locations throughout Victoria, across energy, environment, climate action, water, agriculture, and resources portfolios.

Our challenge is to maintain Victoria’s liveability, with a population expected to almost double by 2050, while responding to climate change and protecting our natural environment, infrastructure and heritage for future generations. We take a community-centred approach and involve communities and key stakeholders in decisions and policies that affect them and we collaborate across our portfolios to design and deliver services and programs.

For further information about the department, please visit our website [www.deeca.vic.gov.au](http://www.deeca.vic.gov.au)

Our values

Our values align with the core [Public Sector values](https://careers.vic.gov.au/victorian-public-sector/public-sector-values-integrity) – responsiveness, integrity, impartiality, accountability, respect, leadership and human rights. Additionally, we use our Leadership Model to shape the way we work. Using the principles of ‘Work Together’, ‘Do What Matters’ and ‘Make a Difference’ we create a culture that puts our people at the centre of everything we do. The Leadership Model reminds us of what’s important in our daily interactions with each other, and in the actions and decisions we take to deliver our work.

Our Community Charter

We are committed to the Victorian Government Public Engagement Framework that enables meaningful and inclusive engagement to make better decisions and improve the lives of Victorians. Our Community Charter is our promise to be available, be involved and listen, and take action as we deliver services and create opportunities that supports thriving, productive, and sustainable communities, environments and industries.

Emergency Response and Health and Safety Requirements

The departmentplays a major role in Victoria’s emergency response activities, through an all-hazards, all-emergencies approach. Staff may be directly employed for these roles or may be called upon to support these activities as required following the appropriate training and “fit for work” assessment.

A Diverse, Inclusive and Flexible Workplace

DEECA welcomes applicants from a diverse range of backgrounds and we focus on the essential requirements of the job and being consistent and fair in our treatment of all applicants. Our diversity and inclusion outcome pillars:

1. We are connected to liveable, inclusive, sustainable communities  
2. We are diverse   
3. We are inclusive and flexible   
4. We are safe and respectful

DEECA can provide reasonable adjustments for people with a disability. If you need assistance to fully participate in the application or interview process, please use the contact listed under ‘Position Details’.

**Aboriginal Cultural Safety**

Cultural safety of Traditional Owners and Aboriginal Victorians, as an underpinning principle of self-determination, is embedded in everything we do. Under the Aboriginal Cultural Safety Framework DEECA is committed to creating a culturally safe workplace, where there is space for culture to live and for spiritual and belief systems to exist. For further information, please contact [self.determination@deeca.vic.gov.au](mailto:self.determination@deeca.vic.gov.au).

**Balancing your Life / Hybrid Working**

We understand that a balanced life is important to our employees and we offer a wide range of flexible options to help you manage family, health, carer responsibilities, study, career or personal interests. Options may include working some days from home or other suitable locations, starting early or late, working part time, job share or accessing paid or unpaid leave in line with our flexible working policy.

To receive this information in an accessible format (such as large print or audio) please call the Customer Service Centre: 136 186, TTY: 133 677, or email [customer.service@deeca.vic.gov.au](mailto:customer.service@deeca.vic.gov.au)