



## Job Details

<b>Reference:</b>	<b>10531</b>
<b>Position Title:</b>	<b>Industry Liaison and Communication Manager</b>
<b>Classification:</b>	<b>Executive Level 1 (Senior Officer Grade C)</b>
<b>Salary range:</b>	<b>\$83,187 - \$89,828 per annum, plus an additional 15.4% superannuation</b>
<b>Location:</b>	<b>700 Collins Street, Melbourne</b>
<b>Division:</b>	<b>Water Division</b>
<b>Group:</b>	<b>Communication and Adoption</b>
<b>Status:</b>	<b>Non-ongoing</b> <b>(Full time maternity leave replacement from 18 January 2010 until 25 February 2010 with a possibility of a non ongoing engagement extension )</b>
<b>Applicants:</b>	<b>Australian citizenship – see <a href="#">Essential Applicant Information</a></b>
<b>Applications close:</b>	<b>Friday 13 November 2009</b>

## Advertisement

To secure the long term water supply of all Australians, the Australian Government announced Water for the Future, a \$12.9 billion water investment program in 2008. This includes \$450 million for the 'Improving Water Information Program' administered by the Bureau of Meteorology and backed by the *Commonwealth Water Act* (2007) and key stakeholders.

The Bureau's expanded water information role will enhance the quality and utility of Australia's water information by producing a National Water Account and water resources assessments, supported by a national water monitoring and data collection network. The program includes development and maintenance of an integrated, national water information system freely accessible to the public (see [www.bom.gov.au/water/](http://www.bom.gov.au/water/)).

Success relies on our ability to communicate and respond effectively to a wide range of stakeholders including diverse external stakeholder groups across industry sectors as well as stakeholders within the Bureau. A small communication and industry adoption team has been established within the Bureau's Water Division to support our water information responsibilities.

This position is located within the Communication and Adoption team and this role is a full time maternity leave replacement position for approximately 13 months, from mid January 2010 to late February 2011, with the possibility of the candidate to continue in this or a similar role.

We are seeking an experienced and passionate professional who will enjoy working in a close and dynamic team environment to achieve practical environmental outcomes benefiting Australia.

## Duty Statement

Under broad direction,

1. Lead and support the division's project team leaders to ensure the timely development and implementation of strategies and plans for the successful adoption of the Bureau's water information products.
2. Provide professional and timely communication and adoption advice and support to Water Division staff and in particular, product teams on appropriate communication and adoption strategies, stakeholder liaison and engagement.
3. Position and apply branding consistently across the Bureau's water information products and the Water Information Services Program.
4. Working with other Communication and Adoption team members, plan and implement a range of communication activities, including contributing to web and print-based publications, audio visual materials and other communication products, for internal stakeholders and key industry audiences.
5. Establish and maintain close working relationships with water industry stakeholders to support the objectives of the Water Information Services Program.
6. Ensure that the range of stakeholder focused activities supports product milestone delivery and adoption of project outcomes.
7. Monitor and report communication and adoption activity progress, issues and risks.
8. Ensure that plans, policies and practices in relation to the various elements of the Bureau's Social Justice Strategy are applied in the work area.

**Duties representing highest function: 1-4**

**Immediate Supervisor:** Communication and Adoption Strategist - PN 10478 (EL2 (Lower))

## Job Profile

This senior, nationally focused role is responsible for developing, implementing and evaluating key elements of the Bureau's Water Information Communication and Adoption Strategy and associated plans, including managing stakeholder communication to both external and internal stakeholders.

The successful applicant will have high-level communication and adoption (marketing) skills that includes managing communication and adoption activities to position and release new water products to the industry.

Sought-after applicants will appreciate the benefits of a dynamic team-based culture and the challenges and rewards associated with contributing to the development and delivery of a new national program that will transform Australia's water resources information.

The position relies on close working relationships with other members of the Communication and Adoption team and regular liaison with Water Division staff and members of the Bureau's Corporate Communications Unit.

Immediate members of the Communication and Adoption team include a Communication and Adoption Strategist, a Communication and Publishing Manager, a Web Systems and Database Developer and a Communication and Adoption Project Coordinator.

An appreciation of the Australian water industry is desirable but not essential. Some interstate travel will be required.

## Selection Criteria

**Selection will be made on the basis of assessment against specified selection criteria. It is in the interests of applicants to note the selection criteria and frame their applications accordingly.**

**To assist you prepare your application, please read the information at [General Information for Applicants](#) and complete the *Bureau of Meteorology Application Cover Form*.**

1. Extensive experience in leading and delivering communication and adoption (marketing) activities in a multi-disciplinary team environment including the preparation and assessment of relevant plans, delivery of adoption focused activities and contribution to a suite of communication products targeting internal stakeholders and key industry audiences.
2. Experience in managing brands, implementing branding guidelines and positioning products for adoption by industry.
3. Demonstrated experience in providing sound communication and adoption (marketing) advice and support to internal clients on issues relating to stakeholder management, industry sector communication and the development and release phases of our water information products.
4. Excellent interpersonal, written and oral communication skills and an ability to establish and maintain effective partnerships with internal and external colleagues and clients.
5. An excellent attention to detail, an ability to prioritise work autonomously and a strong interest in and appreciation of environmental issues, and in particular water management.
6. Knowledge of the Bureau's Social Justice Strategy and a commitment to ensure its implementation in the work place.

### **Desirable qualifications:**

A tertiary qualification in marketing or communication or related business discipline or a science based undergraduate degree with appropriate experience; OR other comparable qualifications and experience which are appropriate to the duties is desirable.

## Contact

If you would like to know more about the Bureau of Meteorology visit <http://www.bom.gov.au/>

Please read the selection documentation and if you have any queries specific to this position please contact David Perry, Communication and Adoption Strategist on (03) 9669 8152

## Applications

All applicants are advised to read the *General Information for Applicants* available on this website before submitting their application.

Applications should include a completed Bureau of Meteorology Application Cover Form, résumé or CV, full details of qualifications and experience and a statement addressing the selection criteria.

Applications will be treated in confidence and should be forwarded no later than COB Friday 13 November 2009.

Applications can be lodged online at <http://www.bom.gov.au/waterjobs>

By email to: [waterjobs@bom.gov.au](mailto:waterjobs@bom.gov.au)

Should you experience any difficulties with accessing the position information or have any questions relating to the application process, please contact the Recruitment Unit, by emailing [waterjobs@bom.gov.au](mailto:waterjobs@bom.gov.au) or phone (03) 9669 4583/4333.