



Job Details

Reference: EL1 Communication and Adoption (Water Division)

Position Title: Communication and Publishing Manager

Classification: Executive Level 1

Salary range: \$80,569 - \$87,000 per annum, plus an additional 15.4% superannuation

Location: Melbourne

Division: Water

Section: Communication and Adoption

Status: Ongoing

Applicants: Australian citizenship – see [Essential Applicant Information](#)

Applications close: Thursday 11th September 2008

Background

Under the Federal Government's *Water for the Future* plan and the Commonwealth Water Act 2008, the role of the Bureau of Meteorology has been expanded to manage Australia's water information (see www.bom.gov.au/water).

To secure the long term water supply of all Australians, the Australian Government has announced *Water for the Future*, a \$12.9 billion water investment program. 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 will enhance the quality and utility of Australia's water information by producing the National Water Account, supported by a truly 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.

The Bureau's new Water Division has established a small communication and industry adoption team to support our new responsibilities. Success in our water information role hinges on our ability to communicate and respond effectively to numerous stakeholder segments across diverse industry sectors and within the Bureau.

We are seeking an experienced and passionate communication and publishing 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. Facilitate productive and efficient relationships with our external and internal stakeholders through the development, delivery and evaluation of high quality, targeted print and online communication.
2. Develop, document and implement policies, plans, guidelines and production processes to ensure consistent communication and support for the adoption of our water information products.
3. Seek and realise opportunities for internal communication and team building to establish and maintain a dynamic, supportive and effective team-based culture within the Water Division.
4. Co-lead the establishment, maintenance and consistent application of the *Water Information* brand identity in collaboration with key stakeholder groups nationally.
5. Partner with Corporate Communication staff to ensure our new water information role is integrated into the Bureau's identity and communication activities.
6. Ensure that key audiences are informed of the importance, progress and outcomes of our water information work through traditional and innovative communication vehicles
7. Ensure that all *Water Information* communications reflect a high level of consistency and quality and meet the specific needs of key audiences, in particular through providing communication support and advice to Bureau of Meteorology staff located around Australia.
8. Contribute to the development and delivery of programs designed to achieve industry adoption of the Bureau's water information products

Duties representing highest function: 1-3

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 including managing print and online communication to both external and internal stakeholders.

The successful applicant will have high-level communications skills including proficiency in writing and editing and demonstrated experience in planning and delivering national communication programs in complex and challenging environments. 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 unit and regular liaison with Water Division staff and members of the Bureau's Corporate Communications Unit.

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

1. Extensive relevant experience in leading and delivering communication and publishing activities in a multi-disciplinary team environment.
2. Excellent skills in science and/or technical communication including a demonstrated capacity to write, edit and present complex material for a variety of scientific, technical and lay audiences.
3. Detailed knowledge of communication and publishing concepts, systems and processes, proficiency in relevant professional software applications and experience in developing, documenting, implementing and evaluating communication and/or marketing plans, strategies and programs.
4. Extensive experience with preparing and publishing print and electronic communications, marketing, media and associated events and projects within tight timeline and budget constraints.
5. Excellent interpersonal, written and oral communication skills and an ability to establish and maintain effective partnerships with internal and external colleagues and clients.
6. 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.
7. Knowledge of the Bureau's Social Justice Strategy and a commitment to ensure its implementation in the work place.

A tertiary qualification in communication, marketing, journalism 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 Mr. David Perry on (03) 9669 8152 or email d.perry@bom.gov.au.

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, which will be treated in confidence, should be forwarded, no later than COB Thursday 11th September 2008.

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

By email to: waterjobs@bom.gov.au

All applicants should include a completed Bureau of Meteorology Application Cover Form, Résumé or CV and a Statement addressing the Selection Criteria.

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 or Telephone (03) 9669 4583 or (03) 9669 4333