# Details

**Position Title**: Community Engagement Manager

**Location:** Torquay, Victoria

**Date Approved:** 23 October 2018

**About the Great Ocean Road Coast Committee**

The Great Ocean Road Coast Committee is a State Government Agency responsible for protecting, enhancing, and developing coastal Crown land from Point Impossible to Cumberland River. All funds raised through our commercial endeavours are reinvested back into the coast.

Great Ocean Road Coast is responsible for the management of 37 kilometres of iconic coastline reserves on Victoria’s Great Ocean Road from the rolling waves of Point Impossible east of Torquay to the dramatic Otways at Cumberland River, southwest of Lorne. Great Ocean Road Coast also manages the Torquay Foreshore Caravan Park, Anglesea Family Caravan Park and Lorne Foreshore Caravan Park, as well as the Port of Lorne.

**GORCC’s vision is:**

World-leading environmental protection and coastal experiences for all.

**GORCC’s mission is:**

In partnership with our community, recreation, tourism and local economy, we enhance and effectively manage the Great Ocean Road coastal environment.

We do this by reinvesting the income generated through our caravan parks, leases, permits and licences back into conservation, facilities, assets and infrastructure and education and engagement programs.

You can find out more about the Great Ocean Road Coast Committee at our website – [www.gorcc.com.au](http://www.gorcc.com.au).

**About Communications and Engagement**

Great Ocean Road Coast places community at the centre of everything it does. Using a variety of communications channels and providing numerous engagement opportunities the organisation’s activities and partnerships are built on mutual trust, open communication, collaboration and transparency.

**Purpose of the Position**

The **Community Engagement Manager** is accountable for the development, implementation, evaluation and reporting on strategic stakeholder engagement and communications strategies, initiatives and programs including:

* Provision of high-level, strategic advice to the Chief Executive Officer, Board and Leadership team.
* Identification and management of issues and risks relating to the organisation’s brand, reputation and relationships.
* Development of content for delivery across a wide range of platforms and publications, targeting a diverse range of internal and external audiences.

# Primary Responsibilities

The **Community Engagement Manager** is responsible for strategic communication and engagement with community stakeholders.

Key responsibilities of this position include:

* Digital Communications – social media, website management.
* Stakeholder Relations
* Internal Communications
* Media and Issues Management
* Community Engagement
* Visual and Writing Style
* Publications
* Volunteer Support

The **Community Engagement Manager** is required to:

* Plan, implement, evaluate and report on targeted stakeholder engagement strategies including the development and implementation of comprehensive consultation and activities in relation to both small-scale and high-profile Great Ocean Road Coast projects.
* Establish and maintain relationships and mutually beneficial partnerships with stakeholders from across government, business, the education sector and the wider community.
* Manage consultants and third-party suppliers as required for delivery of the role.
* Provide high-level, strategic communication, engagement and issues management advice to the Chief Executive Officer, Board and Leadership team.
* Develop, implement, evaluate and report on all communication strategies and activities.
* Provide support as required to the marketing activities for the Torquay, Anglesea and Lorne Crown land caravan parks operated by the Great Ocean Road Coast.
* Lead communication activities and facilitate engagement/consultation initiatives and training activities/workshops.
* Prepare and manage communication program budgets.
* Prepare effective content for delivery across multiple platforms and publications targeting a diverse range of internal and external audiences.
* Monitor, manage and develop content for all the Great Ocean Road Coast websites and social media platforms.
* Plan and manage a wide range of events from internal training days to media events and high-profile engagement and promotional initiatives.
* Identify and manage all issues and risks relating to the organisation’s relationships, brand and reputation.

# Selection Criteria

**Experience:**

* Extensive experience in the successful planning, delivery and evaluation of internal and external communication strategies.
* Extensive experience in successful development, implementation and evaluation of stakeholder engagement strategies.
* Experience in media relations, including demonstrated ability to proactively secure positive media coverage and strategically manage media issues.

**Skills:**

* Excellent online communication skills and high-level understanding of the use of digital technologies.
* High level communication issues management skills.
* Excellent oral communication and presentation skills.
* Demonstrated ability to think strategically, providing high level advice to and engaging effectively with senior staff.
* Demonstrated ability to lead, develop and work collaboratively with teams.

# Qualifications and Experience

* Tertiary qualifications in communications, media or a related field.
* Minimum of 5 years’ experience in a similar role
* Current drivers licence

**Terms and** **Conditions of Employment**

**Status:** Full Time

**Term:** 2 Year Fixed Term

Appointment to this position is subject to the successful applicant being able to provide (current within the past six months) or willing to undergo a National Police Check Certificate and obtain a Working with Children Certificate.

**Special Characteristics**

A component of evening and weekend work may be required as part of the normal hours of duty for this position.

**Organisational Relationships**

**Reports to:** Chief Executive Officer

**Directly Supervises:** Digital Communications Officer

**Internal Liaisons:** Board

Leadership Team

**External Liaisons:** Key stakeholders including Government, Business, Education and Community.

**Applications**

Applications for this position close at 5.00pm on **Friday, 16 November 2018**

Applications need to include:

* a current resume
* response to the selection criteria
* names of three referees (who have consented to providing their contact details)

Applications should be marked ‘confidential’ and addressed to:

Post: Organisational Support Coordinator

Great Ocean Road Coast Committee

PO Box 53, Torquay VIC 3228

Email: [recruitment@gorcc.com.au](mailto:recruitment@gorcc.com.au)

If you have any questions about this position, please contact Leonie Enbom on 03 5220 5055.

All applications will be treated in strict confidence