Role Description
Healthy forests supporting healthy communities

FSC FORESTS FOR ALL FOREVER

Role details

Position title:	Communications and Relationships Officer	Location:	Framework – L1, 458 Swanston Street Carlton Victoria
Reports to:	Chief Executive Officer	Tenure:	19-months. 27 Jun - 31 Dec 2017
FTE (hrs per wk):	1.0 FTE, 38 hours per week (4 day week / 9 day fortnight considered)	Salary range:	$51,340 p.a. plus Super
Approved by:	Adam Beaumont, CEO	Date approved:	16-May-16
Note: All role descriptions are reviewed annually as part of our performance processes.			

About FSC Australia

FSC Australia is a National Office of an international non-government, non-profit organisation that promotes responsible forest management practices through multi-stakeholder standard setting and an internationally recognised certification-labelling program.

FSC is at its core, a market-based eco-label that provides assurance that forest products are sourced in a way that balances environmental, social and economic needs. FSC aims to improve on-ground forest management through encouraging purchase of certified products across the supply chain and driving improvement through consensus set forest practices standards.

FSC Australia's 5-year plan outlines our vision is for **'Healthy forests supporting healthy communities'** *and our mission in 2016 is make* **'FSC visible and known.'**

We bring together people with economic, social and environmental interests in forests to drive improvement and shift the global forest trend toward conservation, restoration and respect for all. Another key aspect of our role is that we partner with our members, certificate holders and companies across the supply chain to promote FSC's brand and value.

In 2016 our 5-year plan has a number of key outcomes that aim to deliver:

- Standard: **National standard** is complete & accredited internationally
- Standards: **Controlled Wood Risk Assessment** identifies important values & controls in all key bioregions
- Stability: Key **year funding agreements** in place with sponsors and a dynamic & flexible organisation
- Business Model: Provide commercial **advice & training** on the FSC system to help diversify income streams
- Engagement: **Stakeholders are empowered** and have opportunities to engage with FSC & certification bodies
- Promotion: Promotion of **FSC brand** increases awareness amongst **consumers** and large **retailers**
- Promotion: **Certificate holders value certification & label products**, with increases in sawn timber markets
- Advocacy: FSC is part of the dialogue on the future of forestry including ecosystem services and conservation
- Membership: **remains stable**, diverse, broad in coverage and adds values to individuals, organisations & networks

Culture and Work Environment

FSC Australia has a focus on evolving the culture of the organisation. We value a constructive culture that is honest, open, accountable and inclusive. To support our preferred culture, we have identified guiding behaviours that every member of the team, Board, contractor or consultant will work to:

1. Give and ask for feedback
2. Respect others time
3. Support each other to deliver
4. Communicate clearly and directly
5. Take responsibility
6. Build relationships
7. Have fun and enjoy work

To support you to make decisions and act in accordance with our preferred culture we have also identified a number of guiding values and principles. Our values are: **Courage** in tackling issues honestly. **Respect** by listening, being present and valuing contribution. **Empower** people to engage in forest management. **Integrity** in how we work, engage and communicate.

In the role and working with our staff, partners, certificate holders, stakeholders and members there will always be a requirement to make decisions, sometimes with limited information. To support how we make consistent and effective decisions we focus on a number of principles: **Focused**: we avoid distractions and work on our priorities. **Inclusive**: we invite and value different views and thoughts. **Collaboration**: we work together and value our differences. **Inform and educate**: we inform and educate in every interaction. **Measurable**: we prepare for and measure success. **Influence**: we seek to influence those who can most affect change. **Transparency**: we are open in what we do and why.

Key objective of the role

The purpose of the role is to:

- **Membership**: Lead governance, administration & engagement of Australian & International members
- **Communications**: Lead development & delivery of our Communication Strategy in line with our 5yr plan
- **Presence**: Manage, curate and drive our presence through newsletters, mail, web and social media
- **Content**: Drive development and production of collateral to help promote FSC certification and products and lead the development of FSC Australia's Annual Report
- **Insights**: Lead the development & delivery of consumer research, & member & certificate holder surveys
- **Relationships**: Support the maintenance and growth of relationships with key stakeholders including certificate holders, retailers, members and FSC International staff.

This role supports the work of the organisation, FSC Australia's 5-year plan and FSC Internationals Global Strategy. This role will be expected to lead and support delivery of peers projects.

Key relationships and resources

Key relationships - Internal:	FSC Australia Company Secretary, Board Directors, Membership sub-committee and staff based in Melbourne and New Zealand.
	FSC international staff based in Asia Pacific Regional and Germany. Including key units: Key Account Management, Marketing Program, Communications Unit, Membership team and Trademark Support.
Key relationships - External:	Members, Certificate holders, Certification bodies, Auditors, Trademark Licence holders, Retail Supporters, Stakeholders / followers.

Organisational responsibilities (for all roles)

Culture, values and FSC policies, procedures and standards
You will be required to support FSC to be an ethical and effective organisation, and a great place to work by: • collaborating with your colleagues and taking responsibility for your actions • aligning your behaviour with **FSC Australia's guiding behaviours and values** • complying with all approved policies and procedures outlined in the FSCA Governance manual including supporting the commitments and delivery of our **Reconcilation Action Plan** (see FSCA's website) • taking reasonable care for your own health, safety and wellbeing, and the safety of all people at our worksites • acting in an environmentally responsible manner.
Success in this outcome will be measured by: informal feedback from CEO, Board members, peers and formal feedback as part of quarterly performance evaluations.

Key accountabilities of this role

The 'Key Accountability Areas' describe the main outcomes this role is expected to achieve. The 'Responsibility and Success measures' section describes the level of responsibility this role holds in relation to each accountability area, and broadly how success in the accountability will be measured.

Role Description
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Key Accountability Areas (Outcomes)	Responsibility and Success measures
Contribute to the successful operation of the organisation by: • Support the growth and retention of a diverse membership of the organisation by promoting the benefits of being a member and supporting FSCs broader cause and mission • Help drive the strategy to move members to being part of FSC and supporters of the organisations work nationally and globally • Leading, supporting and providing guidance to individuals such as mentoring, training and peer review • Following standard operating procedures and using approved templates • Submitting timesheets through WorkflowMax, and bills or reimbursements online through Xero on time • Developing and implementing operational policy, procedures and guidelines and contributing to strategic policy development • Identifying and priortising areas for improvements • Under limited direction, managing projects, including developing project scopes, briefs and managing project budgets • Communicating with peers, CEO and where necessary Board / Sub-committees in relation to issues and decision making • Completing administrative duties, including keeping FSC client management systems current • Managing project budgets, including lodgement of invoices, tracking and revision of budget requirements as project progresses • Actively reporting progress of projects, contirbuting to whole of organisation quarterly reporting and completing board papers to a high quality • Assisting the CEO and Board members as required.	This role is authoritative in the application of processes and contributes expertise to a team working on complex projects. Success in this key accountability area will be measured by: • Feedback from peers, CEO, working group members and Board members • Achievement of assigned project tasks, milestones and deliverables • Review of timesheets and expense claims • Application of specialist knowledge in solving project problems • Any quality assurance results from review of FSC projects • High levels of communication and a well informed team and manager.
Lead the delivery of FSC Australia's Membership services function by: • Leading the governance, administration and engagement of Australian and International members. • Maintaining processes for new members to ensure compliance with our constitution and Governance Manual • Supporting the efficient operation of the Board's Membership Sub-committee • Ensuring timely invoicing and collection of member payments prior to our Annual General Meeting (AGM) • Supporting the running of the AGM in particular the member voting process • Keeping Member records up to date in FSC Australia and International CRM system SalesForce • Where relevant, sell and support joint National and International membership • Lead the project and support FSC staff to help move existing members to strong supporters of FSC • Engaging with existing and new members to develop a stronger connection to the organisation • Supporting the resolution of any member enquiries and better understand their needs	This role is authoritative in the application of processes and contributes expertise to a team working on complex functions and projects. Success in this key accountability area is: • Members feel supported and engaged with FSC Australia • Membership function is delivered in-line with FSC Australia constitutional, governance manual and service overview requirements Success will be measured by: • Positive scores in annual Member satisfaction survey – related to FSC Australia governance and administration • High levels of membership retention (70-80%) • Analysis of Member exit interviews shows withdrawal could not have been mitigated. • Membership records are accurate ensuring 95% of invoices are delivered

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Leads the development and delivery of FSC Australia's Communication Strategy by: • Developing a Communications Strategy that complements the 5-year plan and balances the communication needs of existing projects • Ensuring FSC Australia and New Zealand's communication strategy considers FSC International communications objectives and can leverage National and International opportunities when they arise • Identifying, capturing and telling the story of FSCs impact across diverse platforms and channels. • Managing the allocation of Communications Budget across projects, in collaboration with project managers and the CEO. • Periodically analysing and monitoring (at least every 3-months) the effectiveness and reach of communication channels and improving the strategy • Developing *Project Partnership Proposals* to pitch to key accounts where strategic opportunities for cross promotion arise.	This role contributes to strategic policy development and interprets and applies business plans in own and others areas of responsibility Success in this key accountability area is: • FSC messages are clearly and creatively communicated to strategic audiences in an effective and cost efficient manner • FSC is visible and known in key target audiences Success will be measured by: • Quarterly review of Project Partnership Proposals, both successful and unsuccessful • Quarterly reporting on communications effectiveness against engagement measures • Delivery of at least 2 successful case studies / stories
Manage the online presence and experience of FSC by: • Managing FSC Australia's social media profiles (Twitter, LinkedIn and Facebook) • Curating, creating and delivering regular newsletters using Mailchimp or equivalent email platform • Leading the management of FSC Australia and New Zealand's website including review, creation and update of content and periodic assessment of analytics for trends and to identify areas of improvement. • Managing FSC Australia's central email inbox, webpage enquiry form and phone message server • Responding to general inquiries and redirecting as required to other staff members or relevant parties • Periodically reviewing the website frequently asked questions (FAQs) and in consultation with other FSC staff updating, retargeting or improving its content.	This role is authoritative in the application of processes and contributes expertise to a team working on complex functions and projects. Success in this key accountability area is: • News and information is communicated in a clear and timely manner • General inquiries are reduced or redirected wherever possible, and responded to promptly where not regardless of channel. Success will be measured by: • Quarterly review of social media following levels and engagement • Newsletter open and click rate is maintained or increased in line with content strategies • Assessment against requirements of service overview documents relating to general inquiries and website management
Drive development and production of collateral to help promote FSC certification and products by: • Leading the development of FSC Australia's Annual	This role is authoritative in the application of processes and contributes expertise to a team working on complex functions and projects.

Created: 17 December 2015

Key Accountability Areas (Outcomes)	Responsibility and Success measures
Report including liaison with staff, Board members and the CEO to curate content • Driving the identification, development and communication of case studies and success stories that demonstrate the value of the FSC system for stakeholders and across the supply chain • Driving content development and production of supporting collateral to promote the FSC system and FSC certified products • Supporting project managers to develop meaningful and targeted FSC promotion and communication content • Leading FSC Australia and New Zelands engagement with the FSC Friday campaign internationally	Success in this key accountability area will be: • Output of collateral aligns with the needs of the organisation. • Case studies are developed around key topics for communication Success will be measured by: • Delivery of FSC Friday campaign in line with FSC International requirements • Effectiveness of collateral, including verbal or written feedback from target audience, download rates or web traffic.
Lead the development and delivery of consumer, member and certificate holder insights by: • Every quarter, reviewing FSC Australia and New Zealand's website analytics for trends and to identify areas of improvement or focus. • Routinely monitoring the open rate of newsletters and critical FSC emails to determine the level of engagement with FSC Australia and New Zealand • Leading the development of satisfaction surveys for National Members and Certificate Holders. • Lead the development and delivery of regular consumer insights research in both Australia and New Zealand, including consideration of FSC International surveys and questions. • Participate in monthly Global FSC Communicators meetings and keep peers and the CEO informed of trends, areas of opportunity and issues.	This role researches and applies sound theoretical and practical expertise and undertakes complex investigations and stakeholder engagement to make recommendations for action. Success in this key accountability area will be: • Insights are regularly gathered from key stakeholder groups and incorporated into workplan improvements Success will be measured by • Attendance at relevant meetings. • Delivery of comprehensive reports on insights gathered in a timely manner. • Regular reporting on trends in behaviour from stakeholders.
Maintain and grow relationships with key stakeholders and accounts by: • Supporting the maintenance and growth of relationships	This role builds lasting relationships for mutual benefit and supports growth of the organisation in complex political environments

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Key Accountability Areas (Outcomes)	Responsibility and Success measures
with key stakeholders including certificate holders, retailers, members and FSC International staff • Supporting contact with suspended and terminated Certificate Holders to identify opportunities for support or understand reasons for leaving the FSC system. • Liaising with FSC International Key Accounts team and monitoring email updates and communications • Liaising with the Global FSC Communicators network and participating in webinars, online forums and email discussions to improve how FSC Australia communicates • Supporting the building of relationships with new key accounts and maintain existing ones • Managing consumer awareness campaigns, including working with key accounts and stakeholders to deliver, promote and derive value from FSCs consumer campaigns • Identify trends, risks and policy issues and ensure relevant personnel in FSC Australia are made aware of those and assist in resolution of issues so as to aid in membership/key accounts attraction, engagement and retention • Liaising with New Zealand Business Development staff on areas of overlapping responsibility.	Success in this key accountability area will be: • Key accounts are engaged on a regular basis and opportunities for mutual benefit are regularly identified and sought. Success will be measured by • Achievement of assigned project tasks, milestones and deliverables • Review of timesheets and meeting activity • Review of notes and call logs in Salesforce (or other CRM) • Verbal feedback from staff on areas of shared responsibility

Decision-making, innovation and communication requirements

Decision-making: describes the types of decisions you will need to make in this role, and how you will be expected to make them (i.e. the level of support you will have).	• Develops approaches, guidance and direction within the work area • Resolves operational project delivery problems consistent with scope and objectives • Interprets and applies FSCA workplans and policies to own and others area of responsibility • Advice and analysis contributes to strategic direction and work planning
Innovation and Originality: describes the degree to which you will be expected to show innovation and originality in this role.	• Innovative thinking is an inherant feature of the job • Defines the appropriate methodology in the analysis of strategy, research options or delivery of projects
Communication: describes the level and nature of communication (verbal and written) required.	• Prepares communcations, content, reports, briefs and corresponsdance on complex issues that impact at a program or organisational level • Applies negotiation, persuasion and motivation skills to support staff and manage stakeholders

Key selection criteria (skills, knowledge and capabilities required)

Capabilities required:	
Relationship Building & Stakeholder Management	Experience in relationship building and stakeholder management skills with the ability to monitor stakeholder satisfaction and constructively deal with issues.
Communication	Strong written and verbal communication and negotiation skills with the ability to express own and organisational views in a constructive and diplomatic way.
Organisation & Planning	Ability to prioritise activities effectively and experience in using systems and procedures to guide work and track progress
Project Management	Experience in scoping, seeking approval and delivery of projects. Including managing time, budgets, milestones and evaluating success.
Consultation	Good interpersonal skills with the ability to establish & maintain relationships with people and adopt a sensitive approach to dealing with complex issues

Created: 17 December 2015

Skills and knowledge required:	
Specialist/technical skills:	Experience in strategic communications, marketing, relationship management, sales, stakeholder engagement.
Knowledge:	Membership organisations, not for profits, social media management, consumer labels and certification is desirable. Knowledge of Salesforce, MailChimp, web management, newsletter platforms highly regarded.
Qualifications:	
Mandatory qualifications	To be successful in this role you must have experience in communications and relationship management
Desirable qualifications	Degree in business, arts, science or equivalent qualification.

What FSC offers our people

- FSC Australia offers a flexible and dynamic work environment that aims to make a real difference – to your career, to your work-life balance, to your future and, most importantly, to our environment and community.

- You will work with passionate and talented people and be an ambassador for our values – courage, respect, empowerment and integrity.

- FSC aims to provide flexible working arrangements, challenging opportunities, personal and professional development, and encouragement to enhance the enthusiasm, performance and achievements of not just our peers, but all those that operate in the FSC system.

- We are committed to fostering and valuing diversity, ensuring equitable and fair treatment for all and respecting and upholding human rights.

- FSC operates out of a co-share workspace 'Framework' and encourages collaborative working.

- FSC offers a 'bring your own device' policy and provides an annual payment to cover the costs of your personal device and phone.

- FSC is a paperless office and all finance, project management, timesheet and file servers are cloud based.