

**No. A0039074L**

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**Position:** Communications Manager

**Reporting to:** Executive Director

**Created:** November 2019

**Background:**The AVBC mission is to ensure the quality (recognised nationally and internationally) of the Australian and New Zealand veterinary profession.

Australasian Veterinary Boards Council (AVBC) is comprised of eight Australian and New Zealand veterinary boards, the Australian Veterinary Association and the New Zealand Veterinary Association. It serves these members by:

* providing a forum for communication and discussion of areas of mutual interest and policy development;
* providing the framework for public and industry confidence in veterinary standards; and
* assuring and promoting educational standards in the accreditation of veterinary schools, the Australasian Veterinary Examination and specialist accreditation.

**Role Overview:** A new part time role in the six member AVBC staff team, the Communications Manager will work with a team to research, develop and implement policy. They will be responsible for communication aligned with the rules of AVBC Inc and its current strategic plan, ensuring continuous improvement in AVBC’s interactions with its stakeholders including the registration boards and the veterinary profession.

**Qualifications:** Tertiary qualifications or equivalent experience in communications and/or policy; and evidence of appropriate training and/or recognition in relevant professional organisations.

**Skills and Experience:**

* Experience in developing and implementing communications strategies
* Excellent written and verbal communication and presentation skills
* Significant experience in copywriting and editing and production of web content
* Skills in or familiarity with desktop publishing (InDesign/Photoshop), content management (WordPress) and customer relationship management (CRM) systems.
* Demonstrably performance and results oriented
* Demonstrable project management skills
* Demonstrable relationship management skills, people orientation
* Understanding of member-based organisations and of the diverse nature of professions

The following describes the key competency/outcomes that are to be achieved in the role and the highest performance standards against which the performance of the employee will be measured.

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|  | **Competency Description** | **Description of performance measures** |
| **1.** | **Achieving Communications Strategy Outcomes**Accountable for delivering the AVBC communications strategy.Responsible for activities such as:* Editorial responsibility for all AVBC publications
* Design, writing and publication of all major AVBC communications including:
	+ AVBC website
	+ AVBC meeting minutes
	+ newsletters
	+ annual report
	+ public relations materials
	+ media relations materials
	+ membership communications and
	+ overseeing other organisational publications
* Developing, managing and maintaining a communications plan to deliver the communications strategy
* Providing assistance to all staff, Council and Committee chairs in writing and producing organisation publications.
* Working closely with all committees to ensure accuracy of technical content for all publications and other communication materials
* Annual communication survey benchmarked against 2019 survey
* Research and continuous improvement using a number of measures, e.g. website analytics
* Interviews with members of key stakeholder groups on effectiveness of any new initiatives or improvements made to existing communications
 | Projects completed on time and within budget. Communications adhere to AVBC communication standards ie always professional, accurate, concise and timely.Communications goals are identified, outputs measured, and observations and reflections reported.Communications outcomes are continuously assessed and inputs towards achieving them improved. |
| **2.** | **Stakeholder Liaison**Assist all staff in the maintenance of effective communications with:* Applicants/Australasian Veterinary Examination Candidates
* Veterinary Boards, Council
* Committees (AVEC, VSAAC, ACRVS)
* Veterinary Schools
* International Veterinary bodies
* Professions Australia
* Other relevant stakeholders
 | In line with the AVBC communications strategy, themes are clearly delivered via two-way communication and through appropriate channels.Liaising with organisations to provide a conduit for the flow of information between key stakeholder groups and the interests of the veterinary profession and the AVBC. |
| **3.** | **Meeting Preparations and Reports*** Assist other staff in the efficient preparation of draft agendas and in recording minutes
* Provide executive assistance for Council meetings
 | Draft agenda available 4 weeks before Council meetings and all documents available 2 weeks before Council meetings. Minutes available within a week of Council meetings. |
| **4.** | **Veterinary Skills Assessments**Under the supervision of the Executive Director:* Assess applications, ensuring time limits are adhered to.
* Monitor Australian policy on immigration with special reference to skills assessment for the occupation Veterinarian.
* Liaise with interest groups to ensure Australian government policy on veterinary immigration aligns with community needs.
* Keep statistics and prepare reports as required for Executive Director and relevant Government agencies
* Manage and maintain database of applicants as appropriate**.**
 | Working with the Australasian Veterinary Examination Committee (AVEC), to ensure policy aligns with desired stakeholder outcomes.All applications are processed within the 6 weeks deadline.AVBC staff and stakeholders are aware of AVBC policy and procedures for managing skills assessment enquiries and applications. |
| **5.** | **General Office Duties**Along with fellow staff members, receive visitors to AVBC, answer incoming phone calls and either deal with enquiries directly or refer them to the appropriate person. | Visitors and telephone callers always receive appropriate, accurate and timely information and are satisfied with the welcome and assistance they receive. The referrals made are always appropriate. |
| **6** | **Teamwork**Work with other staff members towards common goals and establish effective and collaborative relationships with colleagues. | Always works well with colleagues to ensure organisational goals are met. |

**Personal Competencies:**

These are the personality traits and characteristics that are considered to be the most important in carrying out the function and achieving the objectives of the role.

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| **No.** | **Competency Description** | **Description of performance measures** |
| **1.** | **Results driven solution-oriented**A tendency to maintain focus on the desired outcome of any project | Will always produce desired result within prescribed timeframe. No excuses. Will understand and respect the impact on the “big picture”. |
| **2.** | **Planning & organisational skills**Ability to plan an effective course of action, allocating the efficient use of people, managing time and resources, in order to achieve goals on time and within budget. | Exceptional planner/organiser.Able to develop sophisticated plans and knows when and how to adapt them to fit new circumstances. Always achieves goals. |
| **3.** | **Service focus for all stakeholders**To foresee stakeholders’ needs and make them a top priority. | Both responds to and anticipates stakeholders’ needs – proactive style. |
| **4.** | **Communication skills**Exceptionally good communication skills.The ability to impart and interchange ideas, thoughts and opinions verbally, in writing and via digital media. | Clearly imparts information and influences views and ideas for the benefit of AVBC and its stakeholders. |
| **5.** | **Policy Acumen**Achieving a desired outcome through thorough research including identifying associated costs and other risks. | Natural understanding of policy and diligent scanner of policy environment. |
| **6.** | **Teamwork/cooperation**The ability to work with other people towards a common goal and to establish effective collaborative relationships with peers. | Strong team player with the flexibility and capability of being either a team leader or a team player. |