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## The Opportunities

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Are you a highly motivated and experienced communication professional? Would you love to work on one of the world's most treasured natural icons?

If so, we'd love you to apply for one of our various communication positions — from APS5, APS6 and EL1 levels. These roles may be based in any of the Reef Authority locations including; Townsville (preferred), Cairns, Gladstone, Yeppoon or Canberra in both an ongoing and non-going capacity.

The ideal candidates will be part of a dynamic communications section which is a specialist team of qualified, experienced and creative communication professionals who provide strategic communication and marketing planning and expertise, media and issues management, and online channel management.

Our key role is to ensure a consistent, coherent and professional approach to communication, both within the Reef Authority and externally with our partners, key stakeholders, Reef visitors and the general public. Our section works to promote the Reef Authority's role, the Reef's values, and efforts to protect this World Heritage natural wonder.

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## The Organisation

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The Great Barrier Reef is a massive tropical marine ecosystem of 3000 individual coral reefs, deep shoals, seagrasses and mangrove systems that support many thousands of marine species. Bigger than Italy, it stretches 2300 kilometres along Australia's Queensland coast. It is the sea country home for about 70 Traditional Owner groups whose connections with the Reef go back more than 60,000 years. The Reef inspires awe in two million tourists every year and is considered 'our Reef' to the 1.1 million Australians living along its coastline. It supports approximately 64,000 jobs and contributes almost \$6.4 billion a year to the Australian national economy.

The Great Barrier Reef Marine Park Authority (the Reef Authority) is a non-corporate Commonwealth entity and operates as a statutory agency under the Great Barrier Reef Marine Park Act 1975 (Marine Park Act). The Reef Authority sits within the Australian Government Climate Change, Energy, the Environment and Water Portfolio and reports to the Minister for the Environment and Water. Our objective is the long-term protection, ecologically sustainable use, understanding and enjoyment of the Great Barrier Reef for all Australians and the international community through the care and development of the Marine Park. The Great Barrier Reef is a priceless natural asset. It is our great privilege to manage this internationally acclaimed World Heritage Area on behalf of all Australians and the world since we were established in 1975.

When you choose to work for us, you not only join a team of passionate people, but you make a commitment to ensure that all the reef's ecological, social and economic value is available for generations to come. You will also have access to 26 days annual leave, excellent professional development opportunities and a Healthy Lifestyle Allowance.

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## The Positions

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The suitable candidates will be agile and adaptive in the way they work, open to change and willing to explore innovative ways of working. When you work for us, you understand that leadership exists at all levels and you display this at all times. You work collaboratively to deliver results and display the personal drive and integrity expected of an Australian Public Service (APS) employee.

The following opportunities are currently available:

- [Marketing and Content Officer](#) (APS 5 ongoing) supports the marketing and digital team to develop and implement strategically-aligned content across our online platforms; assists with market and digital analytics and evaluation, and campaign management.
- [Marketing Manager](#) (APS6 ongoing) primarily responsible for developing, implementing and evaluating the Reef Authority's marketing strategy and campaigns to position us as the authoritative voice for the Reef.
- [Internal Communications Manager](#) (APS6 ongoing) leads our internal communication and marketing for our employees who work in a range of regional locations in Queensland and Canberra.
- [Assistant Director – Digital and Marketing](#) (EL1 ongoing) provide strategic brand, marketing and digital handling advice to manage issues and position us as the authoritative voice for the Reef.
- [Assistant Director – Strategic Communications](#) (EL1 non-ongoing) responsible for developing, implementing, and evaluating major communication programs, complex projects, media management and providing strategic input to position us as the authoritative voice for the Reef.

**Applicants do not need to indicate a preference for one of these roles, however applicants should clearly indicate in their response (pitch), the level of position they are applying for i.e. APS5, APS6 or EL1, or if they wish to be considered for all positions.**

In addition to the above roles, we will be seeking to establish a merit pool to fill other similar vacancies within the section over the next 18 months.

As an APS employee you may be reassigned to a different set of duties at the same classification level at the discretion of the agency head (CEO), taking account of operational requirements in the agency.

First Nations people are strongly encouraged to apply for these positions.

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## Core Accountabilities

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As an employee of the Reef Authority you will have the following core accountabilities where:

1. You will take responsibility to ensure that you are fit for duty, taking reasonable care for your own health and safety and that your acts or omissions do not adversely affect the health and safety of others in the workplace. You will contribute to the effective implementation of the Reef Authority's work health and safety (WHS) Policy and Manual, and comply with the WHS Codes of Practice and legislation;
2. You will uphold the APS Code of Conduct, the APS Values and the APS Employment Principles, comply with relevant legislation, and observe the policies and procedures of the Reef Authority as in force from time to time.
3. The Reef Authority supports the Government position to reduce the spread of COVID-19 through vaccination. You may be required to show evidence of current vaccination status, including COVID-19.
4. You will model and uphold the Reef Authority's behaviours that will deliver our ideal culture:



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## Eligibility requirements & qualifications

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### Applicants must:

- be an Australian citizen at time of applying for position,
- be able to obtain and maintain a Baseline security clearance. Failure to do so will result in termination of employment.

### Essential requirements

- Tertiary qualifications in marketing, communications, public relations or journalism
- Demonstrated experience in high-level strategic and contemporary communications and media strategy and content development as a work group leader and/or technical specialist.

### Desirable qualifications or equivalent experience

- Experience in a communications, marketing or media role within the public sector environment

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# Preparing your application

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Please ensure you read the instructions carefully, noting failure to address identified requirements may lead to your application being deemed ineligible.

You will be required to prepare a response document (“pitch”) in MSWord or PDF format using standard margins and size 11 Arial font, which does not exceed **two** pages, outlining:

1. the position or classification you are applying for.
2. how your experience, knowledge, and personal qualities would enable you to be an effective contributor to the Communications section and meet the technical and behavioural capabilities of the role/s.
3. any specific examples or achievements that would be relevant to the role/s.
4. how you meet the eligibility requirements and qualifications for the position.

When you include an example, you should explain;

- ✓ your personal role in the task.
- ✓ the methods you used.
- ✓ any barriers you were able to overcome, and
- ✓ the outcome.

When crafting your response, we encourage you to review ‘**Cracking the Code**’ and the relevant **Australian Public Service Work Level Standards** which can be found on the Australian Public Service Commission website: [www.apsc.gov.au](http://www.apsc.gov.au).

Your application must include:

1. a completed Applicant Details Form (located on the GBRMPA [Careers](#) page).
2. your ‘pitch’ (as described above).
3. proof of Australian citizenship.
4. a current curriculum vitae (resume) that includes:
  - ✓ an outline of your career history.
  - ✓ qualifications and/or formal/informal training relevant to the position.
  - ✓ contact details for at least two recent referees, one of whom should be your current supervisor.

Applicants are advised to read the **Tools and Tips** provided on the [Great Barrier Reef Marine Park Authority Careers website](#).

Applications should be emailed to [applications@qbrmpa.gov.au](mailto:applications@qbrmpa.gov.au), with the subject line of ‘Communications Positions’.

**PLEASE NOTE: - The panel may not consider additional information such as a cover letter or content exceeding the page limit.**

For further enquiries, please contact: Karen Markwort, Director Communications – (07) 4750 0739 or 0447 656 806.

**Applications close Sunday 25<sup>th</sup> September 2022, 11:59pm.**

<b>Position title</b>	Marketing and Content Officer
<b>Position number</b>	PN716
<b>Classification</b>	APS5
<b>Salary</b>	\$76,511 - \$83,957 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
<b>Employment type</b>	Ongoing/Non-ongoing; Full-time
<b>Security level</b>	Baseline

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## The Position

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This Marketing and Content Officer supports the marketing and digital team to develop and implement strategically-aligned content across our online platforms; assists with market and digital analytics and evaluation, and campaign management

As part of a team, you will participate in and assist in the management of marketing activities end-to-end along with developing a range of audience-focussed content, the implementation and evaluation of communication and marketing plans and activities that support the Reef Authority's Corporate Plan and help us reach opinion leaders and decision-makers.

You will develop and implement a calendar of communication and marketing events that support the organisation and are responsible for developing, implementing and evaluating an internal communication and marketing program that promotes the Reef Authority's objectives, vision, products and services to its own employees.

Through this internal work, you are aiming to improve employee engagement within the Reef Authority and increase overall brand reach by helping employees understand our work, our brand and our messages. You also project manage key publications like the annual report and other corporate materials, provide content for our channels and participate in preparing daily media clips and the on-call media roster.

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## The Person

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- ✓ You are an enthusiastic communications and marketing professional who is well organised, efficient and focused on the organisation as a whole.
- ✓ You will be able to plan and manage projects from beginning to end with a good attention to detail and strong time management skills.
- ✓ You are an excellent verbal and written communicator across writing, editing, proofreading, and presentation skills.
- ✓ You will be skilled in digital communications channels, including experience with website content management systems and social media platforms in a professional setting.
- ✓ You are highly motivated team player, are collaborative and supportive across the team, respect and value diversity, and willing to support others in the team and across the organisation.
- ✓ You are comfortable in a consistently high-tempo environment and accountable for accurately completing work within timeframes and quality requirements.

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## Duties

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1. Develop, implement and evaluate communication and marketing plans and activities, including leading activities as required.
2. Research, prepare, coordinate and evaluate high-quality content for mainstream media, online channels (e-newsletters, website, social media), internal communications, and stakeholder forums.
3. Assist with marketing and coordinating digital content for social media platforms and actively engaging with other key stakeholder channels to increase brand awareness and support the digital and marketing relevant research that is used to identify opportunities to produce the most effective communication products and activities.
4. Measure, evaluate and report on the performance of all marketing activities, develop a calendar of communication and marketing events, manage and produce key high-level agency materials including the annual report, and support events and campaigns.
5. Develop and implement a communication and marketing program that promotes the Authority's objectives, vision, products and services to its own employees.
6. Participate in the development and achievement of team priorities and objectives through contributing to team meetings, identifying new and emerging opportunities, sharing knowledge with colleagues, and fostering innovation and teamwork including media clips and after-hours on-call rosters.

<b>Position title</b>	Marketing Manager
<b>Position number</b>	PN667
<b>Classification</b>	APS6
<b>Salary</b>	\$84,399 - \$96,029 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
<b>Employment type</b>	Ongoing/Non-ongoing; Full-time
<b>Security level</b>	Baseline

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## The Position

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The Marketing Manager is primarily responsible for developing, implementing and evaluating the Authority's brand, marketing strategy, and campaigns to position us as the authoritative voice for the Reef.

This position contributes to the delivery of best-practice and innovative marketing strategies, working across the organisation to ensure all promotional and positioning activities align with organisational objectives and support our overarching plans and strategies.

You will participate in and manage marketing activities end-to-end including developing, implementing, and evaluating a wide range of marketing activities, and be well versed in contemporary channels and their measurement.

The position works with a marketing officer and will be involved in developing an internal marketing plan that promotes the Reef Authority's objectives, vision, products and services to its own employees. The position works across the Communications section, including providing analytics and intelligence for our channels and participating in preparing daily media clips and the on-call media roster.

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## The Person

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- ✓ You are an experienced communications and marketing professional with experience in end-to-end marketing and communication activities and effectively measuring the response.
- ✓ You are a highly capable communicator with strong writing, editing, proofreading, and presentation skills.
- ✓ You will be highly familiar with contemporary communication and marketing techniques, including how to best use and optimise channels for positioning and to ensure return on investment.
- ✓ You will be collaborative across the team, the organisation, key stakeholders (including media) and the wider community, able to bring right people together to get the best result, respect and value diversity, and believe everyone counts.
- ✓ You are innovative and explore new ideas and take new approaches.
- ✓ You will be comfortable in a consistently high-tempo environment and accountable for accurately completing work within timeframes and quality requirements.

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## Duties

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1. Plan, implement and evaluate strategic and contemporary marketing activities and ensure messages and materials support the delivery of corporate objectives.
2. Coordinate communications and marketing-relevant research and use this to identify and implement opportunities to produce the most effective communication products and activities.
3. Coordinate and provide advice on brand management and positioning including brand development and strategy, style guides, brand guidelines, brand consistency, and directly maintaining and administering a panel of providers to deliver outsourced services.
4. Devise integrated marketing campaigns, a calendar of marketing events, and develop new and innovative ways to communicate messages to influence opinion leaders and decision-makers.
5. Contribute to the production of key high-level agency materials including the annual report, work with the marketing officer, and contribute to an internal marketing plan to promote the Authority's objectives, vision, products and services to its own employees.
6. As part of a team, participate in section activities including budget management, project management, content creation, and media relations (media clips, after-hours on-call roster and media liaison).



<b>Position title</b>	Internal Communications Manager
<b>Position number</b>	PN948
<b>Classification</b>	APS6
<b>Salary</b>	\$84,399 - \$96,029 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
<b>Employment type</b>	Ongoing/Non-ongoing; Full-time
<b>Security level</b>	Baseline

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## The Position

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The Internal Communications Manager leads our internal communication and marketing for our employees who work in a range of regional locations in Queensland and Canberra.

Drawing on our internal framework and contemporary communication tools, the manager coordinates with sections from the Reef Authority to inform and engage staff around our work, culture, new programs, and change initiatives in a considered, planned, and consistent way.

An experienced communicator and project manager, the position is highly-operational, works to corporate objectives, and delivers quality outcomes in a consistently high-tempo environment. Well-developed writing, editing, proofreading, presentation and research skills are essential, along with building strong internal relationships and analysing data to ensure activities are effective.

As part of a team, the position works collaboratively across the team and the organisation, and provides specialist advice on a range of communication products and activities. The position contributes to the outputs of the communication section, including providing content for our channels and participating in preparing media clips, and the on-call media roster. Some travel may be required within the Great Barrier Reef region.

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## The Person

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- ✓ You are experienced in strategic and contemporary communications in an operational role.
- ✓ You are a strong communicator across writing, editing, proofreading and presenting.
- ✓ You will have exceptional attention to detail, demonstrated project and time management, and are able to ensure your own and your work group's activities are well-considered and meet corporate objectives and timeframes.
- ✓ You will be able to build good relationships based on trust, which enables you to lead activities down the best path, based on your insight and expertise.
- ✓ You are collaborative across the team, the organisation and with key stakeholders (including the wider community), able to bring the right people together to get the best result, have respect, value diversity and believe everyone counts.
- ✓ You are committed to actioning and achieving results, you take responsibility for managing work projects, respond positively to change and are familiar with approval processes.
- ✓ You are comfortable in a consistently high-tempo environment and accountable for accurately completing work within timeframes and quality requirement.

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## Duties

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1. Plan, implement, and evaluate audience-centric communication plans and campaigns that engage employees around our work, culture, new programs and change initiatives.
2. Develop a range of materials and collateral — consistent with our branding, culture and values — to ensure employees are kept informed and engaged through a variety of internal platforms.
3. Promote the Reef Authority's objectives, products and services to employees within the organisation, so they are advocates of our agency and our work.
4. Develop highly collaborative relationships with internal stakeholders and provide advice and practical support to sections, to ensure whole of organisation strategic view of internal communication, in line with our internal communications framework.
5. Support communication projects and activities under the Reef Authority's overarching communication and marketing strategy.
6. As part of a team, participate in section activities including budget management, project management, content creation and media relations (media clips, after-hours on-call roster and media liaison).

<b>Position title</b>	Assistant Director Strategic Communications
<b>Position number</b>	PN601
<b>Classification</b>	EL1
<b>Salary</b>	\$105,516 - \$115,648 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
<b>Employment type</b>	Non-ongoing - Specified term; Full-time
<b>Security level</b>	Baseline

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## The Position

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You will be responsible for developing, implementing and evaluating major communication programs, complex projects, media management and providing strategic input to position us as the authoritative voice for the Reef.

The role is both a work group leader and a technical expert who directly develops, implements and evaluates communication and media activities to agreed strategies and oversees and guides the work of their team members. Importantly, this position takes a corporate focus to deliver strategic communications advice at a broad level. It ensures all communication activities are meeting the aims in the corporate communication strategy, which directly supports the objectives of the organisation.

You will be part of the section's leadership team, working collaboratively across the section and with peers, providing high-level strategic advice to senior managers, assisting with media and issues management, and modelling positive leadership and workplace behaviours.

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## The Person

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- ✓ You are experienced in high-level, strategic and contemporary communications and media management as a work group leader and technical specialist.
- ✓ You are a mentor who guides and coaches staff and models positive leadership and workplace behaviours.
- ✓ You are a highly capable communicator with strong writing, editing, proofreading, and presentation skills, experienced in strategic positioning, messaging and developing integrated communications and media strategies based on data and best practice.
- ✓ You are a strong team player who works collaboratively in a team and builds sound relationships based on trust, which enables you to lead activities down the best path based on your insight and expertise.
- ✓ You will be comfortable in a consistently high-tempo environment and accountable for accurately completing work within timeframes and quality requirements.

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## Duties

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1. Plan, implement and evaluate high-level, strategic and contemporary communications and media activities that support corporate objectives, including complex projects.
2. Guide a communications and media work group, including providing clear and consistent communication, setting clear performance and behavioural standards, managing performance, delegating responsibility, and guiding and developing people.
3. Provide specialist advice to stakeholders on the design, development and implementation of a range of internal and external communication products and activities, including media management, to ensure appropriate brand management and positioning and to support digital delivery.
4. Oversee communications and marketing-relevant research, analyse information and risks, and use this to identify and implement opportunities to produce the most effective communication products and activities.
5. Work collaboratively and negotiate effectively to influence stakeholders and subject matter experts, including senior managers, to deliver agreed business outcomes.
6. As part of the section's leadership team work collaboratively with peers on boarder activities in the section including strategic direction setting, workforce planning, budget management, project management, and media relations (after-hours on-call roster and media liaison).

<b>Position title</b>	Assistant Director Digital and Marketing
<b>Position number</b>	PN1032
<b>Classification</b>	EL1
<b>Salary</b>	\$105,516 - \$115,648 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
<b>Employment type</b>	Ongoing/Non-ongoing; Full-time
<b>Security level</b>	Baseline

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## The Position

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The Assistant Director Digital and Marketing provides strategic brand, marketing and digital handling advice to manage issues and position us as the authoritative voice for the Reef.

Also leading our digital team, the Assistant Director oversees our marketing implementation plan and brand management as well as our public digital presence. The position drives key digital and website projects, and is a strong advocate for online channels to support organisational objectives and manages the Reef Authority's marketing strategic objectives.

The position is part of the section's leadership team, working collaboratively across the section and with peers to provide high-level strategic advice to senior managers.

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## The Person

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- ✓ You will be experienced in high-level, strategic and contemporary brand, marketing, digital and social media activities as a work group leader and technical specialist.
- ✓ You are a mentor who guides and coaches staff and models positive leadership and workplace behaviours.
- ✓ You are experienced in brand development and management and an advocate for the Reef Authority's brand.
- ✓ You will be knowledgeable about contemporary marketing techniques and digital analytical capabilities; a strong advocate for digital agility and experienced in developing digital strategy and working across digital channels.
- ✓ You will have a strong understanding of website technologies, including development, management and marketing.
- ✓ You are a highly capable and experienced communicator with strong writing, editing, proofreading, and presentation skills, including preparing engaging content for our channels.
- ✓ You are a strong team player who builds good relationships based on trust, which enables you to lead activities down the best path based on your insight and expertise.
- ✓ You are able to work collaboratively within a team, across the organisation with staff at all levels, and with stakeholders including research marketing professionals, portfolio departments, and Minister's Office.
- ✓ You will be comfortable in a *consistently high-tempo environment and accountable for accurately completing work within timeframes and quality requirements.*

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## Duties

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1. Work with Reef Authority experts and external stakeholders and partners to implement the corporate brand and marketing opportunities that position the Reef Authority as the authoritative voice of the Reef.
2. Provide expert marketing and digital handling advice on sensitive issues, including of a strategic nature, to the Director Communications, senior leadership and executive team.
3. Work with internal stakeholders to drive development, management and marketing of the Reef Authority's corporate website and related digital assets.
4. Oversee researching, planning, producing, writing, and editing of a broad range of content for digital platforms that is sophisticated, original, relevant to the target audience, and meets production objectives.
5. Guide and mentor a marketing and digital work group, including providing clear and consistent communication, setting clear performance and behavioural standards, managing performance, delegating responsibility, and guiding and developing people.
6. Work collaboratively and negotiate effectively to influence stakeholders and subject matter experts, including senior managers, to deliver agreed business outcomes.
7. As part of the section's leadership team work collaboratively with peers on boarder activities in the section including strategic direction setting, workforce and succession planning, budget management, project management, and media relations (after-hours on-call roster and media liaison).