

Australasian Chapter of the International Erosion Control Association (IECA)

Job Description: Communications Officer

Employee name: Sandra Mary Lanz
Reports to: Secretary, IECA (Australasia)
Award: NA
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Approved by the Chapter Board (date):

1. Background

The IECA serves as a global resource for environmental education and exchange of information. It represents, leads and unifies a diverse group of people worldwide who share a common goal for the prevention and control of erosion.

The Australasian Chapter of the IECA seek to achieve this by providing leadership in erosion and sediment control through promotion of sound technical advice, training and dissemination of information. In particular, it:

- offers professional development opportunities to its membership, the public and the erosion and sediment control industries throughout Australia, New Zealand and internationally
- provides environmental educational opportunities through conferences, short courses, seminars and publications, at both a local and international level
- is a service organisation for the erosion control industry
- establishes standards for erosion control materials and installation procedures
- provides technical expertise for people, organisations and governments seeking assistance in the fields of erosion control and soil conservation, and their effects of air, land and water quality.

The Chapter has produced a Strategic Plan to guide its development over the next five years. It maintains an administrative office in Picton, NSW that is staffed part-time.

2. Role Summary

- Work two days (16 hours) per week from the Picton office of IECA (Australasia) or other location as agreed with the Board of Directors
- Travel throughout Australia and New Zealand as required in fulfilment of duties
- Market the Chapter to prospective members throughout Australia and New Zealand
- Help the Chapter to attract ongoing funding from Federal, State and corporate agencies to maintain and expand the Communication Officer role

- Help the Chapter to service the erosion and sediment control industries through educational and awareness raising events such as trade shows, training packages, short courses, field days and distribution of educational materials
- Help the Chapter to increase its level of recognition with federal, state and local governments and key industry groups.

3. Level of Responsibility

- Receive direction from, and be answerable to the Chapter's Board of Directors or their representative, normally the Secretary
- Within the above framework, work independently day-to-day
- Report to regular meetings of the Board, usually at about 6-weekly intervals or as required.

4. Duties

In association with the Board:

- Investigate and develop initiatives to maintain and increase membership
- Conduct a needs' analysis of membership to determine level and type of services required
- Develop a marketing plan for the Chapter consistent with its Strategic Plan and the results of the needs analysis that includes:
 - conferences
 - field days
 - short courses
 - seminars
 - products and services directory
 - trade expos
 - government agencies and key industry groups
 - other political representatives
- Drive the implementation of the marketing plan
- Identify and establish a relationship with key political representatives (Federal, State and Local) and industry groups to promote:
 - awareness of erosion and sediment control issues
 - recognition of the needs of the erosion and sediment control industry
 - recognition of Certified Professional in Erosion Control (CPESC) as an Australian standard
 - recognition of IECA-endorsed training courses.
- Identify and interact with appropriate counterparts in other Association chapters to take advantage of innovative marketing approaches used elsewhere and to ensure marketing effort is coordinated
- Liaise with the Chapter's Directors and/or their representative in response to membership issues
- Oversee the preparation and maintenance of a marketing database

- Oversee preparation of the Chapter's quarterly newsletter ensuring presentation and content reflect the focus of the Chapter's Strategic Plan
- Regularly review the Chapter's Web site to ensure presentation and content reflect the focus of the Chapter's Strategic Plan.

Duties Related to Ongoing Funding

- Research, prepare and maintain a database of government and industry funding initiatives.
- Develop a relationship (meetings, regular liaison, provision of updates on IECA activities) with agencies identified as presenting a high potential as sources for future funding
- Monitor the Chapter's obligations under any funding arrangements and ensure these are met
- Provide support and advice to members who wish to develop initiatives that help the erosion and sediment control industries, provided these are consistent with the Chapter's Strategic Plan.

5. Qualifications

- Tertiary qualifications in earth sciences and/or engineering and/or communications
- Demonstrated experience in a similar role.

6. Skills

- Excellent written and oral communication skills (including public speaking)
- Highly developed computing skills (word processing and database applications)
- Highly developed administrative and self-management skills
- Superior and innovative planning skills
- Driver's Licence

7. Work Environment

- Based at the IECA's Picton office or other location as agreed with the Board of Directors
- All reasonable office equipment is available at the Picton office or will be purchased as required.

8. Key Performance Indicators

- Cover salary costs and personal expenses through increased membership and government and industry funding opportunities. This does not apply to the first twelve months of employment.
- Securing additional funding

- Production of a funding source database acceptable to the Board
- Successful completion of funding body obligations in a timely manner
- Completion of a marketing plan approved by the Board
- Production of a marketing database acceptable to the Board
- Production of reports to regular meetings of the Board
- Implementation of the marketing plan in a timely and successful manner
- Positive feedback from members in respect of the quality of service and documentation received
- Increase in membership.

9. Remuneration

- Salary is negotiated at a rate not exceeding an annual rate of \$20,000, adjusted to the CPI at the employment anniversary each year
- A personal expenses allowance of up to \$10,000 is available for the first 12 months of employment. The Board of Directors will determine future allowances in December each year in consideration of a budget prepared by the Communications Officer.