



Position:	Regional Communications and Engagement Officer (Queensland)
Department:	Communications and Engagement.
Date reviewed:	January 2025

About OzFish

OzFish is an Australian conservation charity dedicated to restoring and protecting Australia's waterways.

OzFish supports recreational fishers to support them to take action for the health of their waterways – and shore up the future of the sport they love.

OzFish partners with government, and other organisations, and works with the broader community to invest time and resources into the restoration of our waterways and fish habitats, counteracting decades of degradation and bolstering Australia's aquatic life for better waterway health – and better fishing.

Department Overview

The OzFish Communications and Engagement department is responsible for delivering all digital communications, content, campaigns, media, and publications to support the initiatives, advocacy and work and aims of OzFish.

Position Purpose

The role of the Regional Communications and Engagement Officer (Queensland) is to support the Habitat Programs department on the timely and quality delivery of communications related to the delivery of water restoration projects in Queensland, and to support engagement with a range of regional stakeholders, including media, OzFish members, government and other key stakeholders.

OzFish Unlimited

P: 1800 431 308 | E: info@ozfish.org.au | PO Box 446 Ballina NSW 2478
ABN: 29602568696





Key duties:

- Develop communication plans tailored to regional projects.
- Research and understand local communities to customise communication messages.
- Provide marketing support for events and projects, including digital content creation, online signup forms and EDMs.
- Write persuasive and informative written content, including for promotional materials, newsletters, social, media releases, website landing pages and blog posts.
- Cultivate relationships with local media for coverage of initiatives and events.
- Support local initiatives for BCF store engagement and membership growth within the region.
- Collaborate with the regional team to build member-exclusive events and regular chapter meet ups.
- Provide assistance to the Director, Communications and Engagement, where required, in relation to the production of key OzFish communications, including writing content, interviewing story subjects, proofing and editing, approvals, and administration of publication processes.
- Provide executive support where required, in relation to developing various communication materials for executives to distribute.
- Produce, analyse and advise best practice analytics and reporting on media initiatives and campaigns.
- Support the implementation of systems, policies and processes to ensure compliance and best practice in brand, advocacy, reputation and events management, and publications production in collaboration with relevant teams.
- Other responsibilities as delegated by management, within the scope of this position.





Qualifications

- A bachelor's degree or higher in communications, journalism, arts, political science or related discipline or equivalent relevant industry experience.

Key skills

- Proven ability to proactively align strategic priorities with communication and engagement opportunities including via media and communication plans.
- Demonstrated experience with media relations and engagement, including writing press releases and other items relating to media engagement.
- Ability to distil complex technical content into plain English.
- Demonstrated ability to manage interactions with internal and external stakeholders to deliver successful outcomes.
- Strong verbal and written communication skills with experience writing for the web, traditional media, print and social media.
- Experience managing reporting processes, to range of audiences.
- Innovative approach to increasing OzFish's visibility in the conservation and recreational fishing sectors.

Desirable

- An understanding of member-based organisations and/or conservation and/or recreational fishing sectors.



Reports to:	Director, Communications and Engagement.
Supervision of:	N/A
Internal liaison:	
External liaison:	Media, partner organisations, government and statutory/regulatory bodies, members, recreational fishing stakeholders, social media stakeholders.

Additional Information

- This role will sometimes involve work outside of normal business hours, to meet objectives, with time-in-lieu.
- This role will involve regular regional travel, within the Queensland region, with occasional interstate travel, in consultation with Director, Communication and Engagement.
- A car, drivers' licence, mobile phone and computer will be required.

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