



VMRWA Public Relations Officer POSITION DESCRIPTION

Position Identification

Title: Public Relations Officer
Functional Area: VMRWA Management Committee

The Position of Public Relations Officer with VMRWA is a management committee position. The role takes responsibility for dealing with the general media and FESA media relations on association matters, and assisting member groups where necessary with media and public relations.

Position Objective

The main objective of the role of Public Relations is the establishment and promotion of a favourable relationship with the community of Western Australia and the media.

The public relations officer plans, organises, and implements programs to maintain the positive image of the association for an audience consisting of all members, general public and media. Common activities in this role include press releases, publicity campaigns, and media representation.

Attributes

The following competencies are required for this position:

Vision & Leadership	<ul style="list-style-type: none">• To be committed to the vision, mission and values of the Association.• To be involved in the implementation of strategic plans for the Association.
Communication	<ul style="list-style-type: none">• To be a good communicator at all levels in the Association, the community and the media.• Have excellent writing skills.
Team Work	<ul style="list-style-type: none">• To be committed team player.• Work towards team objectives
Problem Solving	<ul style="list-style-type: none">• Have the ability to listen, understand and assess the needs of members and the association.• Have the ability to be proactive in putting forward suggestions for continual improvement and problem solving.
Self Management	<ul style="list-style-type: none">• To be self motivated• Able to plan workloads to meet deadlines while ensuring good volunteer-life balance.
Planning & Organising	<ul style="list-style-type: none">• Ability to prioritise workloads to achieve objectives
Technology	<ul style="list-style-type: none">• To have good computing skills in being able to deal with web development, emails and desktop publishing.

Learning	<ul style="list-style-type: none"> • Ability and enthusiasm for learning new things.
Initiative & Enterprise	<ul style="list-style-type: none"> • Not afraid to put forward new ideas and strategies for the promotion of the association.

Key Performance Objectives

Outputs	Key Performance Indicator
The Development and implementation of strategies to promote the association.	<ul style="list-style-type: none"> • Development of a public relations strategy for the association. • Development of a public relations program of activities that promote the work and aims of the association and its members to the public. • Maintain links to FESA Media relations personnel. • Report on progress of Public Relations strategies to the management committee and the association.
Implementation of public relations programs.	<ul style="list-style-type: none"> • Develop implementation plans and budgets for any public relations programs and agreed by the association. • Research any grant opportunities for public relations activities. • Write grant applications where applicable to support the costs associated with the implementation of Public relations programs. • Report on progress of any public relations programs to the management committee and association.
Active participation at VMRWA Committee Meetings	<ul style="list-style-type: none"> • Presence at meetings, whether teleconferencing or face to face. • Being prepared to take on small projects and see them through to completion. • Being prepared to participate in sub-committees as needed.
Active participation in sub-committees	<ul style="list-style-type: none"> • Chairing or participating in sub-committees • Working towards completion of sub-committee objectives
Maintain good working relationship with FESA VMRS team	<ul style="list-style-type: none"> • Liaise with FESA VMRS on any matters that FESA VMRS has a responsibility for.

Person Specification

For this role, VMRWA looks for the following Skills, Knowledge & Experience, and personal attributes:

Skills:

- Good organisational skills
- Good communication and interpersonal skills
- Ability to research and provide feedback
- Computer skills in word processing, email and other office management products
- Ability to work alone and as part of a small but dynamic team

Knowledge & Experience:

- Good knowledge and experience with Volunteer Marine Rescue.
- Some media relations background would be ideal.
- Experience writing articles of interest and some desktop publishing background.

Personal Attributes:

- Ability to prioritise
- Flexible approach to the role
- Happy disposition
- Natural ability to treat people with empathy, respect and trust
- Firm polite persistence coupled with patience
- Time to effectively fulfil the role
- Confidentiality on all matters relating to group activities/issues

Organisational Relationship / Authority

Organisational Relationships

Internal Contacts: VMRWA Committee Members
Association Members

External Contacts: FESA VMRS Team
Other external contacts as delegated by the VMRWA Committee

Organisational Authority

Decisions made in the position: Decisions in relation to the public relations of the association.
Decisions as delegated by the VMRWA Management Committee.

Decisions referred: Decisions requiring input by VMRWA Management Committee should be referred to the committee.
Decisions requiring input by FESA VMRS should be referred to FESA VMRS and/or the VMRWA Management Committee.

Occupational Health and Safety

Individuals are responsible and accountable for:

- Compliance with policies and procedures for risk identification, risk assessment and risk control.
- Active participation in activities associated with the management of workplace health and safety.
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace.
- Correct utilisation of appropriate personal protective equipment.

General Responsibilities

The Public Relations Officer will need to take responsibility for

- Public Relations strategies of the Association.
- Liaising with external parties that are involved in the implementation of public relations programs for the association.

Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by persons in this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and skills required of persons assigned to the role.