



## Job Description Form

### ABOUT US

FPC (Forest Products Commission) is a Government Trading Entity that delivers timber products and services across three business segments – plantations, native forest and sandalwood. Our team engages with communities, industry and government to support a vibrant and sustainable forestry industry.

FPC owns and manages softwood plantations to support WA's housing and construction industry. We are actively investing in the acquisition of new land and plantations to ensure future supply and assist in addressing the challenges of climate change.

FPC has transitioned its native forest business in alignment with the government's changes in forest policy. This has resulted in a shift from commercial scale forest harvesting to the provision of services to the Department of Biodiversity Conservation and Attractions for forest health outcomes.

### POSITION DETAILS

<b>Position title:</b>	Manager Communications
<b>Level:</b>	8
<b>Position number:</b>	FPC3145019
<b>Division:</b>	People and Culture
<b>Branch:</b>	Communications
<b>Award/Agreement:</b>	GOSAC Award / Public Sector CSA Agreement
<b>Location:</b>	Perth

### REPORTING RELATIONSHIPS

<b>This position reports to:</b>	Director People and Culture
<b>Positions supervised:</b>	Senior Communications Coordinator, Level 6 Media and Communications Officer, Level 5 Business Applications Coordinator, Level 5

### ROLE SCOPE

The Manager Communications develops and leads FPC's communications and engagement strategy. As a key leader within FPC, Communications Manager provides communications expertise and advice to the CEO, executive team, Board of Commissioners and organisation wide. The role leads a small dedicated team of communications professionals in its delivery of internal and external communications initiatives, media management, and strategic sponsorship. In addition, the role provides policy frameworks, reporting, advice and expertise on specific stakeholder engagement and external complaints to support FPC's strategic priorities and coordinates strategies to ensure positive engagement with staff across all regions.

## DUTIES AND RESPONSIBILITIES

### Communication

- Provides leadership and management across all corporate communications policy and strategy -internal and external communications, issues management, media relations, public relations, social media, website content and development, and issues management.
- Leads and promotes FPC's corporate reputation and brand with key stakeholders and the community by ensuring that all messages are consistent with and support FPC's strategic and operational outcomes.
- Manages complex communications and engagement projects and issues, including brand development, industry strategy, public relations events, media, internal corporate communications and the preparation of quality publications.
- Delivers, supports and promotes a positive organisational culture and brand, highlighting values and priorities through effective communication strategies and plans.

### Stakeholder Engagement

- Delivers collaborative, timely and meaningful strategic stakeholder engagement strategies and campaigns for stakeholders including the community, industry groups and government to deliver agency and State Government goals.
- Supports the development and management of resources, processes and training to enhance stakeholder engagement activities across the business.
- Leads sponsorship and grants programs that support the delivery of FPC's strategic priorities.
- Leads the development, coordination and reporting of FPC Reconciliation Action Plan to support Aboriginal engagement strategy and outcomes for FPC.

### People and Financial Management

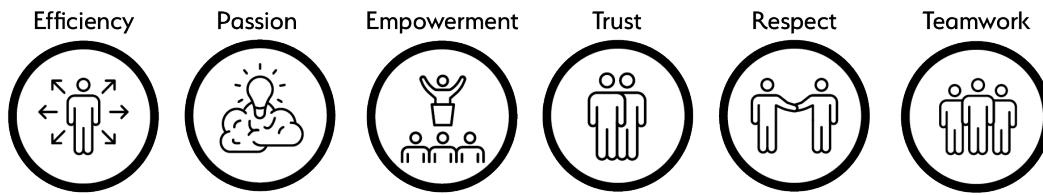
- Undertakes planning and provides leadership and coaching to staff to ensure teams deliver quality outcomes that align to business requirements.
- Ensures there is open, honest and clear communication with all staff supervised, including delegation of authority and appropriate levels of accountability.
- Determines and provides training and development opportunities to all staff supervised.
- Contributes to the preparation and monitoring of annual budgets and targets to guide the branch in achieving its goals.
- Ensures that financial activities comply to FPC's reporting requirements.

## OTHER

We consider all our people are leaders irrespective of their role and aim to build the impact of their leadership at FPC.

- As a senior member of FPC, you are expected to demonstrate the highest standards of integrity, embody the spirit of the public service and consciously adopt the mindset that 'we do everything for the public good'. In upholding this you lead by example and act with integrity in all your decisions, actions and behaviours, taking appropriate action should you become aware of or suspect fraud or corruption has occurred.
  - At FPC we are committed to fostering a safe, healthy and respectful workplace for all employees and contractors. All staff within FPC have a shared responsibility to uphold and contribute to a culture that prioritises safety, wellbeing and compliance with Work Health and Safety legislation. In this role you are expected to actively contribute to safety, follow policies and procedures, promote a positive workplace culture, participate in training and continuous improvement and report and address safety concerns promptly.
  - Undertakes other duties as required.
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## OUR VALUES



*Each of us striving to be our best and treating each other well,  
this is what we stand for at FPC.*

Our values underpin everything we do. The ability to demonstrate how staff apply and ‘live’ the values is critical to the success of FPC.

### SELECTION CRITERIA

Applicants will be assessed on their capacity to meet the following criteria in the context and scope of the position.

#### Essential Role Specific Requirements

1. Extensive experience and capacity to lead, develop, manage, and implement communications, marketing, stakeholder engagement, education and sponsorship strategies in line with organisational and government objectives.
2. High level analytical and problem-solving skills and demonstrated ability to deliver strategic communications advice on contentious and complex issues, including emerging risks and trends.
3. Demonstrated experience in effectively leading teams of media, communication and engagement professionals.
4. Highly developed interpersonal communications and negotiation skills with demonstrated experience in maintaining strategic networks/ relationships across Government and stakeholder groups and with building capacity and a positive culture within an organisation.
5. Relevant tertiary qualifications and/or substantial experience in a similar role.

FPC has adopted the [Public Sector Leadership Expectations Framework](#), this role operates in the [Leading Others](#) context. Leadership in this context is about shaping complex initiatives covering multiple business areas as well as having a key responsibility in corporate governance.

It is essential you demonstrate the expected behaviors in the context of the role.

Expected behaviours	Descriptor
Lead collectively	You connect your team’s work to agency outcomes and build shared understanding, strong relationships and collective accountability to deliver value.
Think through complexity	You use critical thinking, data and judgement to solve problems, make sound decisions and drive effective, compliant outcomes.
Dynamically sense the environment	You read the environment, listen to others and adapt your approach to ensure clear communication, alignment and effective outcomes.
Deliver on high leverage areas	You focus effort on what matters most, prioritise effectively and drive high performance and results through your team.
Build capability	You develop people and teams by setting clear expectations, supporting growth and fostering a positive, inclusive and high-performing culture.

Embody the spirit of public service	You act with integrity, empathy and accountability, role modelling behaviours that uphold public sector values and build trust.
Lead adaptively	You continuously learn, reflect and adapt your leadership style to support change, growth and ongoing improvement.

**OTHER CONDITIONS**

<b>Allowance / Special conditions</b>	<ul style="list-style-type: none"> <li>• Current WA Driver's Licence.</li> <li>• Travel to regional offices (including overnight) within the southwest of WA may be a requirement of the role.</li> </ul>
<b>Police Certificate</b>	<ul style="list-style-type: none"> <li>• Satisfactory WA National Police Certificate</li> <li>• Overseas Police Certificates may be required.</li> </ul>

**CERTIFICATION**

The details contained in this document are an accurate statement of the responsibilities and other requirements of the position.

**ADMINISTRATION DETAILS**

Approval: A/Director People and Culture

Date: 23 June 2026

Endorsed: Chief People Officer

Reference: D25/5967