**JOB DESCRIPTION FORM**

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| **SECTION 1 - OFFICE IDENTIFICATION** |  |  |

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|  | | EFFECTIVE DATE OF DOCUMENT: Aug 2016 | |
| ORGANISATION: **PERTH ZOO** |  | CLASSIFICATION: **Level 4**  POSITION NUMBER**: 900267** |
| DIRECTORATE: **COMMUNITY ENGAGEMENT** |  | TITLE: **Interpretation and Advocacy Coordinator**  ANZSCO CODE: **212499** |
| SECTION: **Communication & Interpretation** |  | SALARIES AGREEMENT/AWARD: GOSAC Award & General Agreement |

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| **SECTION 2 - REPORTING RELATIONSHIPS** |  |  |

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| Title: | **Manager Strategic Business and Marketing**  **Level** |
| Classification: | **LEVEL 6** |

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Responsible To

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| **THIS OFFICE** |

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Responsible To

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|  | Offices under **direct** responsibility | |  | |
| Title: | Classification: | | Number of FTE's Supervised and controlled: | |
|  | |  | |  |
| Nil | | Nil | | **Nil** |

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| **SECTION 3 - KEY RESPONSIBILITIES** |  |  |

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| *Responsible for the development of plans and the delivery of projects which effectively interpret the Zoo’s animal collection and Perth Zoo’s purpose ‘to inspire and act for wildlife conservation’.* |

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| **SECTION 4 - CONTEXT AND SCOPE** |  |  |

**Our Vision**

*A world where diversity of species and habitats is secure*

**Our Purpose:**

*To inspire and act for wildlife conservation*

**We are committed to:**

**Excellent Animal Care:** world leading standards for animals in our care

**Excellent Customer Service:** the best possible experiences for visitors, colleagues and partners

**Collaboration and Partnerships:** integrating our efforts and working with others

**Innovation and Creativity:** supporting and fostering ideas to improve our work

**Integrity and Ethical Practice:** strong corporate governance; honesty; and openness

Respect: valuing visitors, colleagues and our stakeholders

**Environmental Responsibility:** minimising the use of finite resources and Perth Zoo’s impact on our environment

**Social Responsibility:** delivering social improvements by connecting people with wildlife and Perth Zoo

**Learning and Knowledge:** building knowledge through research and professional experience

**ROLE OF THIS POSITION**: This position works to the Manager Strategic Business and Marketing to develop concepts and plans aligned with delivering the Zoo’s purpose in Zoo exhibitory and visitor amenities. It is also responsible to oversee the delivery of projects which may take the forms of signage, audio visual materials or interactive displays.

The duties of this position require adaptability, effective team participation, organisation, innovation and excellence.

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| **SECTION 5 - SUMMARY OF DUTIES** |  |  |

**Planning in Conservation Action (40%)**

**Outcome: Messages for Zoo visitors aligned to the Zoo’s purpose**

1. Develops concepts which effectively interpret the Zoo’s conservation action messages through a variety of communication mediums, such as signage, images, audio visual tools, installations and interactive devices throughout the Zoo site.
2. With the guidance of the Manager, Strategic Business and Marketing, responsible for the development of an annual interpretation plan, including an associated budget.
3. Works with project teams on the development of new exhibits to ensure the inclusion of a high level of visitor engagement, consistency of thematic interpretation and the delivery of the Zoo’s agreed conservation messages.
4. Develops concepts and content for site interpretation plans and develops related project briefs.
5. Works with the Manager to assist in developing plans for conservation advocacy campaigns and liaises with other organisations on the delivery of regional and global campaigns at Perth Zoo.

**Project Management and Delivery (50%)**

**Outcome: Engaging and fun interpretative facilities, delivered and maintained**

1. Responsible for coordinating construction, installation and maintenance of on-site signage and visitor on-site messaging facilities, including multimedia installations.
2. Develops project briefs and manages projects, contracts and consultants as required.
3. Assists and advises on content and style of Zoo verbal presentations to ensure effective messaging consistent with the Zoo’s purpose.
4. Responsible to maintain an up to date working knowledge and advise on current research in the field of interpretation and advocacy, specifically in conservation and environmental sustainability.
5. Investigates and delivers, where appropriate, new technologies into interpretation projects to engage visitors in conservation.

Other (10%)

**Outcome:** Perth Zoo staff work together in an effective and cooperative manner in order to discharge all responsibilities and achieve set goals.

1. Supervises casual and contract staff as required.
2. Works cooperatively and positively with staff throughout the Zoo, with colleagues in other zoos and aquariums and private sector stakeholders as required.
3. Undertakes other duties as required.

**Outcome:** A positive work environment

Contributes to the promotion of a workplace culture that supports:

1. conservation and biodiversity goals
2. diversity and employment development
3. best practice occupational safety and health standards
4. an environment free from discrimination and harassment
5. customer service objectives
6. ethical decision making.

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| **SECTION 6 - SELECTION CRITERIA** |  |  |

Perth Zoo operates as a commercial conservation organisation with a strong focus on community engagement, learning, research & development. Our core driver is the conservation of wildlife.

As a values driven organisation Perth Zoo is committed to a workplace that delivers conservation outcomes, environmental sustainability, equal opportunity and safe practices. We are looking for someone who is committed to supporting and upholding our organisational values in the achievement of the Zoo’s objectives.

Within this context, the successful applicant will demonstrate an ability to apply the following knowledge and skills to this role:

## ESSENTIAL

1. Strong written and verbal communication skills and ability to present for a diverse audience.
2. Experience working with multimedia and audio visual communication tools in an organisational setting
3. Experience in interpreting and delivering messages in written form, through images, installations and interactive formats
4. Demonstrated ability to work independently and as part of a team within an organisation.
5. Experience in project management and in managing contractors to deliver projects on time
6. Demonstrated imagination and conceptual skills to deliver fun and informative engaging messages

## DESIRABLE

1. Experience in community advocacy and/or wildlife conservation advocacy
2. Tertiary qualification or in communication, media, interpretation, education or a related discipline.
3. Experience with photography, filming and related computer programs.
4. Knowledge of and commitment to conservation consistent with the role of zoos.

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| **SECTION 7 - APPOINTMENT FACTORS** |  |  |

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| LOCATION:  **SOUTH PERTH** | |
| ALLOWANCES/SPECIAL CONDITIONS State allowances and conditions applicable. | **Appointment Subject to a satisfactory Federal Police Clearance and a pre-employment medical** |
| SPECIALISED EQUIPMENT OPERATED Specify type of equipment, make and model operated. | **Personal Computer, Printer, Facsimile, Photocopier, Digital Camera, Video and relevant software** |

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| **SECTION 8 - CERTIFICATION** |  |  |

(i) The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

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| DIRECTOR |  |
| DATE |  |

(ii) Checked by:

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| --- | --- |
| HUMAN RESOURCES |  |
| DATE |  |

(iii) Approved by:

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| CHIEF EXECUTIVE OFFICER |  |
| DATE |  |

(iv) As occupant I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

Name (in full)

Signature Date