


# Job Description Form

## 1. Position Details

<b>Position Title</b> Interpretation and Advocacy Coordinator			<b>Position Number</b> ZPA3120973
<b>Level/Grade</b> L4	<b>Specified Calling Level</b>	<b>Agreement</b> PSA 1992 / PSCA 2021	<b>Effective Date</b> 12 November 2021
<b>Division</b> Visitor Experience		<b>Branch</b> Discovery and Learning	
<b>Section</b> Discovery and Learning		<b>Location</b> Perth Zoo	

## 2. Reporting Relationships

<b>Position Title</b> Director, Visitor Experience	<b>Level/Grade</b> Level 8	 Registered JDF Establishment and Recruitment Officer 12 November 2021										
↑ <b>Responsible to</b>												
<b>Position Title</b> Manager, Discovery and Learning	<b>Level/Grade</b> Level SCL2	<b>Other offices reporting directly to this office</b> <table border="1"> <thead> <tr> <th>Position title</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Discovery &amp; Learning Support Officer</td> <td>L2</td> </tr> <tr> <td>Discovery &amp; Learning Officers (2.2FTE)</td> <td>SC1</td> </tr> <tr> <td>Discovery Activity Leaders</td> <td>L1</td> </tr> <tr> <td>Discovery &amp; Learning Bookings Officer</td> <td>L1</td> </tr> </tbody> </table>	Position title	Level	Discovery & Learning Support Officer	L2	Discovery & Learning Officers (2.2FTE)	SC1	Discovery Activity Leaders	L1	Discovery & Learning Bookings Officer	L1
Position title	Level											
Discovery & Learning Support Officer	L2											
Discovery & Learning Officers (2.2FTE)	SC1											
Discovery Activity Leaders	L1											
Discovery & Learning Bookings Officer	L1											
↑ <b>Responsible to</b>		<b>This position</b>										
↑ <b>Officers under direct responsibility</b>												
<b>Position Title</b> NIL	<b>Level/Grade</b> NIL	<b>Approx. no. FTEs supervised</b> NIL										

## 3. Role and Scope

This is a brief outline of the key responsibilities and scope. Scope may include the level of guidance under which the job operates, range of assignments, and influence on results for the work function or program:

Responsible for the development of plans and the delivery of projects which effectively interpret the Zoo's animal residents and Perth Zoo's purpose 'to inspire and act for wildlife conservation.'

This position develops concepts and plans to enhance Zoo exhibitory, visitor amenities and the visitor experience aligned with a consistent communications framework.

It is responsible to oversee the delivery of projects which may take the forms of signage, audio visual materials, public presentations or interactive displays.

It is also responsible for working with the Discovery and Learning Manager to develop community advocacy campaigns, inspiring behavior change and a greater awareness of Perth Zoo's role as a modern conservation zoo.

. Individuals undertake their duties and responsibilities in accordance with the department's [Code of Conduct](#), policies and procedures, and relevant Government legislation

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**The proportion of time likely to be spent on each function or duty may, if appropriate, be indicated as a percentage (%).**

Under the guidance of the Discovery and Learning Manager:

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 Discovery and Learning Manager, is 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 Discovery and Learning 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.
6. Coordinates construction, installation and maintenance of on-site signage and visitor on-site messaging facilities, including multimedia installations.
7. Develops project briefs and manages projects, contracts and consultants as required.
8. Assists and advises on content and style of Zoo verbal presentations to ensure effective messaging consistent with the Zoo's purpose.
9. 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.
10. Investigates and delivers, where appropriate, new technologies into interpretation projects to engage visitors in conservation.
11. Supervises casual and contract staff as required.
12. Works cooperatively and positively with staff throughout the Zoo, with colleagues in other zoos and aquariums and private sector stakeholders as required.
13. Undertakes other duties as directed.

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## 5. Selection Criteria

In the context of the duties and responsibilities of the position, the following selection criteria apply. All criteria are essential unless specified otherwise.

Applicants should address the following five criteria. These should be addressed in no more than three pages in total.

1. Strong written and verbal communication skills and ability to present to 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.

The following essential criteria will be assessed at some stage during the selection process. Desirable criteria will be assessed as required:

6. Demonstrated imagination and conceptual skills to deliver fun and informative engaging messages
7. Experience in community advocacy and/or wildlife conservation advocacy
8. An understanding of occupational, health and safety, equity and diversity principles and practices.
10. Tertiary qualification in science communication, media, interpretation, education or a related discipline.
9. Knowledge of and commitment to conservation consistent with the role of Zoos. (Desirable)
11. Experience with photography, filming and related computer programs. (Desirable)

### Values

Our organisational values drive the way we make decisions, interact with each other, and work together to achieve results.

Our five core values — **Integrity, Collaboration, Accountability, Respect** and **Excellence** — represent our commitment to a professional and inclusive workplace culture we can all enjoy. For the purposes of this recruitment process, behaviours that reflect these values are included as **Essential** and/or (as a minimum) **Desirable** selection criteria for this position.

12. Behaviour that reflects **Integrity, Collaboration, Accountability, Respect** and **Excellence** (DESIRABLE).

Information on whether appointment to this position is subject to a satisfactory Working With Children or National Police check is included in Section 6 of this form.

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## 6. Other

<b>Position Status</b> Does the position form part of the permanent structure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Full Time Equivalent (FTE)</b> Full time hours = 1 FTE. Write part time hours as a proportion of 1 e.g. 0.6 FTE if 3 days per week i.e. 60% of full time hours.	1		
<b>Allowances and Special Conditions</b> Applicable allowances and special conditions are checked with an 'x' in the appropriate box.	<input type="checkbox"/> District Allowance	<input type="checkbox"/> North West Leave	
	<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> No Fixed Hours (Rangers only)	
	<input type="checkbox"/> Ranger Leave (Rangers only)	<input type="checkbox"/> Other - Please specify below:	
<b>Specialised Equipment Operated</b> Specify type of equipment e.g. 4WD.			
<b>Working With Children</b> Specify if appointment to this position is subject to a satisfactory Working with Children check – if this position works with children, refer to <a href="https://workingwithchildren.wa.gov.au/about/categories-of-child-related-work">https://workingwithchildren.wa.gov.au/about/categories-of-child-related-work</a> for information on whether a check is required. If yes, applicants may be asked to provide a WWC check.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<b>National Police Check</b> Specify if appointment to this position is subject to a satisfactory National Police check. If yes, applicants may be asked to obtain a <a href="#">National Police Certificate</a> . For more information refer to the department's guidelines on <a href="#">National Police checks</a> .	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Pre-Employment Medical</b> Specify if appointment is subject to a pre-employment medical.	<input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>PEOPLE SERVICES BRANCH USE ONLY</b> ANZSCO Code	212499		

## 7. Certification

The details contained in this document are an accurate reflection of position.

Branch/Division Head	Director General
Signature: 	Signature:
Date: 11/11/21	Date: