



Position Description: Fisher Engagement Officer

Position: Fisher Engagement Officer	Reports to: Chief Executive Officer
Job Type: Full-time, fixed term (3 Years)	Location: Negotiable – currently TARFish does not occupy any permanent premises. Intra and interstate travel will be required.
<p>Position Objective:</p> <p>The primary objective of this position is to lead TARFish’s fisher engagement activities with a focus on both direct engagement (face-to-face) and online including social media.</p> <p>Importantly, the role must ensure that TARFish’s responsibility to effectively communicate, consult and engage with its members and the wider recreational fishing community is fulfilled. It is expected the position will utilise all appropriate channels and social media formats for communication</p>	
Key work activities	Work Performance requirements
Member, fisher, and stakeholder engagement and communication	<p>In consultation with the CEO:</p> <ul style="list-style-type: none"> – Develop and deliver a program of public engagement with recreational fishers that includes but is not limited to; <ul style="list-style-type: none"> • Attendance at key events that is likely to have significant numbers of recreational fishers in attendance • Create and attend events for recreational fishers to share their views and receive current and relevant information that pertains to recreational fishing • Develop and implement a system for gathering fisher-feedback to inform development of TARFish positions and to inform government decision making – Execute effective and impactful communication and education campaigns on matters which could have an effect on recreational fishing and which may include but is not limited to; <ul style="list-style-type: none"> • Direct engagement (meetings, public events etc) • Social media including facebook and instagram by: <ul style="list-style-type: none"> • generating, editing publishing and sharing content DAILY • staying up to date with current technology and trends in social media, design tools and applications or other technology • TARFish E-news and contribution to relevant publications • Media engagement • Website content • Engagement with tackle shops – Grow TARFish’s membership by: <ul style="list-style-type: none"> • Developing and implementing a membership growth strategy • Identifying and developing collaborations with program partners and sponsors – Develop and implement fisher stewardship campaigns including: <ul style="list-style-type: none"> • Improving accessibility and understanding of scientific information

	<ul style="list-style-type: none"> • Improving fishing practices • Improving habitat for key species • Others as identified <ul style="list-style-type: none"> – Assist with the management of physical and financial resources associated with delivery of communication and engagement activities – Performance of any other duties as requested.
Person specification	
Attributes	<ul style="list-style-type: none"> – A passion for recreational fishing and fishers – Social media use is an everyday part of life – Ability to relate to a wide range of people in a positive, supportive and engaging way. – Can spot an opportunity or create one to benefit the organisation – Ability to develop and maintain highly successful, positive working relationships, including the ability to consult, collaborate, negotiate and compromise to ensure effective outcomes. – A self-starter, you can work remotely and independently maintaining high output levels and achieve outcomes.
Skills and Experience	<ul style="list-style-type: none"> – Social media will be a big part of this role and a proven track record of positive social media engagement, content generation and ability to build social media communities is essential. Demonstrated technical expertise or qualifications in online communication is highly desirable. – Established networks and standing within the recreational fishing community is highly desirable. – Established, or the ability to establish, effective working relationships with tackle shops, fishing clubs, and key stakeholders within the fishing sector. – Experience attracting and building relationships with potential sponsors, partners and collaborators. – High level communication and interpersonal skills including consultation, negotiation, liaison and conflict resolution skills and the ability to effectively represent TARFish in a range of settings. – High level organisational skills which enables the coordination, facilitation and conduct of a wide variety of activities and events, and the planning and completion of work activities in a tight timeframe. – Demonstrated experience in developing and implementing successful membership growth strategies – Demonstrated track record of securing grant or other funding for organisations.
Essential requirements	<ul style="list-style-type: none"> – A drivers licence – Ability to work flexibly outside of business hours – Ability to work in a range of locations including overnight both intra- and interstate – Satisfy a pre-employment national conviction check with specific focus on any fisheries related offences within the last 15 years.