



Position Description

Public Affairs Adviser - Tasmania (full-time)

Team:	Public Affairs Team
Reports to:	General Manager, Public Affairs
Direct reports:	n/a
Location:	Hobart
Date:	Applications close 5pm, Friday 6 October, 2017

Inspire and influence the improvement of Tasmania's bike riding environment and encourage physical activity in the community.

Bicycle Network Purpose

Bicycle Network is a not-for-profit out to solve the problem of physical inactivity: two-thirds of Australian's don't get enough exercise. So, we're on a mission to make bike riding easier for everyone.

Public Affairs Team Purpose and Values

We inspire, influence and guide the improvement of the riding environment and Bicycle Network's reputation. We are experts; we don't make it up, we're informed by the evidence. We are influential; we build and maintain trusted, productive relationships. We are positive; we're always pushing for something better.

Purpose of the Position

Drive Bicycle Network's communications and advocacy in Tasmania, through obtaining media coverage, acting as a spokesperson, lobbying face-to-face with decision makers, social media and producing content for the Bicycle Network website and newsletters so that it becomes easier for everyone to ride a bike every day.

Performance Measures

- external media coverage in Tasmania
- number and engagement of Tasmanian visitors to Bicycle Network online and social media channels
- action taken by the Tasmanian government to make bike riding easier for everyone
- number and satisfaction of members (net promoter score)

Making bike riding easy for everyone

Level 4, 246 Bourke Street
Melbourne VIC 3000

234 Crown Street
Darlinghurst NSW 2010

210 Collins Street
Hobart TAS 7000

Suite 5, 18-20 Cavenagh
Street Darwin NT 0800

Freecall: 1800 639 634
bicyclenetwork.com.au



Key Accountabilities

1. Drive media coverage in Tasmania

Proactively and reactively work to make sure Bicycle Network is the key bike spokesperson in Tasmania.

2. Analyse and understand the riding environment

Stay up-to date with the latest infrastructure updates, advocacy issues and policy reforms to improve the riding environment in Tasmania.

3. Develop strong relationships across Tasmania with key stakeholders

Identify and foster productive and strategic relationships with stakeholders that influence the riding environment

4. Provide strategic advocacy across Tasmania

Establish and keep up-to-date an account of the Tasmanian government's bicycle commitments to assist in developing campaigns specific to Tasmania such as State and Local government elections.

5. External communication

Write content for In the Loop (member e-news) and website to keep the public aware of developments in the bike riding environment and assist in developing Bicycle Network's policy positions on key issues.

6. Internal support and communication

Provide statements, advice and support to other teams in Bicycle Network on matters concerning government and external stakeholders in Tasmania.

7. Other duties

Perform other duties as required.

Personal attributes and values

- commitment to tackle any challenge and passionately pursue our purpose
- honesty and transparency, telling it straight, with tact
- inclusive approach where we support, encourage and treat everyone as equals
- progressive thinking, always striving to improve and ambitiously trying new things to stay ahead of the pack
- believe we can make a real difference, be hungry and adaptable
- be respectful of others
- deliver what's promised on time

To apply, please submit your CV and a cover letter outlining why you are interested and how your skills and experience align to this opportunity. For more information please call Anthea Hargreaves on 0400 596 799 or email antheah@bicyclenetwork.com.au.

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