



Positive environmental actions, for everyone.

JOB DESCRIPTION

ROLE:	Recycling Label Program Manager
MANAGER:	Deputy CEO
DIRECT REPORTS:	None
LOCATION:	Sydney
HOURS:	37.5 hours per week
DATE:	February 2018

PROGRAM DESCRIPTION

The Australasian Recycling Label (ARL) is an evidence based packaging label designed to allow consumers to make better recycling decisions. Already appearing on more than 5,000 products to date, the label is entering an exciting new phase and will soon be on many more products nationwide and in New Zealand. This is via a partnership with the Australian Packaging Covenant Organisation (APCO) which represents the majority of brand owners. Planet Ark will be responsible for working with stakeholders including retailers, brand owners and local government to manage the consumer education program.

FUNCTION AND PURPOSE

The primary objectives of the Recycling Label Program Manager role are:

- To manage all aspects of the APCO partnership
- To manage the Marketing Advisory Committee (MAC)
- To develop and implement a consumer education plan.

PRINCIPAL DUTIES AND RESPONSIBILITIES

1. Develop and document strategic plans with reference to the key audiences for the ARL program including the general public, brand owners, retailers, governments and recyclers.
2. Develop and implement information, promotional and educational resources for ARL including website content, social media, factsheets, media activities, community and industry events and advertising.
3. Manage the partnership with APCO to deliver on all contractual obligations of ARL partnership.
4. Work with the MAC and Planet Ark's Communications team and other relevant stakeholders to develop, produce and release a range of media and communication resources including media releases, social media and website presence as appropriate.
5. Build and maintain strong cooperative working relationships with key ARL brand owners and stakeholders.
6. Keep abreast of industry issues and develop organisational responses to emerging, important or controversial topics as they arise; brief Planet Ark staff, management and Board on these issues and responses.
7. Work with the CEO, Deputy CEO, Communications Manager, Head Of Operations and other relevant staff and partners to respond to complaints, comments or actions from individuals or groups in a positive, polite manner to help minimise any damage to the ARL, Planet Ark's and our stakeholders' reputations.
8. Work with the Finance Manager and the Deputy CEO to develop budgets for the ARL education campaign and monitor expenditure accordingly.
9. Supervise the work of any contractors, volunteers and interns working on the ARL, and work with the Head Of Operations to devolve tasks to other staff where necessary.
10. Ensure personal adherence to Planet Ark's organisational policies and procedures.
11. Contribute to other organisational activities beyond the scope of the ARL Manager role as agreed, and other duties as reasonably directed by the Deputy CEO.

WORKING RELATIONSHIPS

INTERNAL	EXTERNAL
CEO and Deputy CEO	APCO and PREP Design
Recycling Programs Manager	Relevant Brand owners and retailers
Communications team	Media
Head of Operations	Government, particularly local councils
Finance Manager	Recycling Industry
Operations and IT	Community and environment groups
	Service providers eg designers

ESSENTIAL SELECTION CRITERIA

Applicants must address each point with examples in their application.

1. Must be an energetic self-starter, with a strong goal-driven desire to succeed.
2. Excellent verbal and written communication skills.
3. Formal qualifications in marketing/communications or equivalent industry experience.
4. Professional experience and demonstrated success in designing and implementing successful education/behaviour change programs for the community and/or business sectors.
5. Demonstrated ability to develop positive and enduring relationships with stakeholders including partners and sponsors.
6. Strong interpersonal skills and a demonstrated capacity for relationship management and diplomacy and negotiation.
7. Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
8. Computer literate with demonstrated ability in generic computer packages and familiarity with databases and social networking platforms.
9. A demonstrated personal alignment with Planet Ark's mission and values.

DESIRABLE CRITERIA

1. Knowledge of and interest in retail marketing, the packaging industry and/or sustainability.