

Position Description



Position title	Senior Communications Advisor
Status	Part Time 0.4 FTE Ongoing
Team	Operational policy and Innovation
Position reports to	GM OPI
Date	23/03/2026

Organisational and position context

Dairy Food Safety Victoria (DFSV) is a statutory authority established under the Victorian Dairy Act 2000. DFSV regulates the Victorian dairy industry to ensure food safety standards which safeguard public health are maintained. DFSV licenses all dairy businesses operating in Victoria, monitors compliance with food safety regulatory requirements and where noncompliance is identified, takes appropriate enforcement action.

In mid-2026, DFSV will consolidate with other Victorian food regulators to form Safe Food Victoria (SFV). This entity will comprise of employees from DFSV, Prime Safe, and some food functions from the Department of Health.

As the Senior Communications Advisor you will lead the planning and delivery of communications and stakeholder engagement for DFSV and SFV including supporting the SFV Implementation Management Office (IMO). A major function of this role will be to design and develop communications throughout the transition to SFV, delivering consistent, regular and accurate messaging to internal and external stakeholders to ensure operational continuity and maintain external stakeholder engagement and confidence.

The Senior Communications Advisor will play a major role in the development of communication material and media liaison during food safety incidents and recalls and will be responsible for preparation and delivery of corporate publications.

This is a hands-on, role suited to a communications professional who thrives in delivery environments, partnering with project teams, managing issues, and ensuring stakeholders are informed, involved and confident.

You will develop and implement fit-for-purpose engagement strategies, support milestone events and announcements, manage risks and issues, and create clear, accessible content tailored to diverse audiences.

DFSV Values

Integrity We foster trust through honesty and transparency.

Courage We embrace bold decisions, driving change, and fostering resilience.

Collaboration We value and engage with our stakeholders.

Accountability We take responsibility for our actions, behaviours and results.

Key Accountabilities

- Provide communications and media support and advice to SFV during food safety incidents and recalls
- Develop and review content, plan and facilitate community and stakeholder engagement activities, including information sessions, workshops and consultations.
- Develop a communications strategy/s and implementation plan that supports achievement of DFSV's strategic objectives and documents a coordinated approach to communicating with DFSV stakeholders.
- Lead the implementation of the communications strategy through coordinated communications, media and events.
- Manage the process (editing, design and printing) for production of corporate publications and other communications materials intended for external audiences including the DFSV annual report and strategic plan.

- Manage content development, functionality and the ongoing maintenance of the DFSV website.
- Build and maintain strong relationships with internal and external stakeholders.
- Provide strategic advice, develop high-quality content, monitor engagement effectiveness and support team capability

Working Relationships

Key Internal Relationships

- **DFSV Executive**
- **Senior Manager Finance and Business Services**
- **DFSV Board Secretary**
- **DFSV Managers and Staff**

Key External Relationships

- **Safe Food Victoria IMO Head and staff**
- **Department of Agriculture**
- **DEECA**
- **Food industry representatives**
- **Printing Supplier**

Financial Accountability

Financial delegation and budget accountability	\$10,000
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Staff Accountability

Number of reports	None
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Key Selection Criteria

Qualifications	<ul style="list-style-type: none"> • Qualifications or experience in communications, marketing or public relations.
Technical expertise (or professional competencies)	<ul style="list-style-type: none"> • Proven ability to prepare, write and edit publications, media releases, annual reports and speeches • Comprehensive understanding of food safety regulation and food safety related public health impacts • Experience in providing communications and media support to regulators during food safety incidents and recalls • Experience in developing and implementing communications plans • Knowledge of print and online publishing processes in particular Annual Report preparation. • Experience or understanding of Government operations • Experience in website content management • Proven experience in project planning and management • Experience in managing teams/people (Desirable)

Competency Summary

Below is the list of core competencies and the level required for the position. The competencies in bold are focus competencies.

Group	Competency	Level
Personal attributes	Display resilience and courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept

	Value Diversity	Adept
Relationships	Communicate effectively	Advanced
	Customer service and stakeholder management	Adept
	Work collaboratively	Adept
	Influence and negotiate	Adept
Results	Deliver results	Adept
	Plan and prioritise	Adept
	Solve problems	Adept
	Demonstrate accountability	Adept
Business enablers	Finance	Intermediate
	Project management	Adept
	Technology	Adept

Focus Competencies

The following focus competencies are those most relevant to the position. The behavioural indicators provide examples of the types of behaviours that are expected at that level and should be reviewed in conjunction with the key accountabilities.

Group/Competency	Behavioural Indicators
Personal Attributes	<p>Manage Self</p> <ul style="list-style-type: none"> Act as a role model for others, set high personal goals and take pride in their achievement Actively seek, reflect and act on feedback on own performance Translate negative feedback into an opportunity to improve Be aware of the impact that your conduct has on others and adapt own behaviour to achieve positive outcomes Maintain a high level of personal motivation
Relationships	<p>Communicate effectively</p> <ul style="list-style-type: none"> Articulate complex concepts and present compelling arguments and rationale to all levels and types of audiences Promote DFSV’s position with authority and credibility both internally and externally Actively listen, and identify ways to ensure all have an opportunity to contribute Anticipate and address key areas of interest for the audience and adapt style under pressure

	<p>Customer Service and Stakeholder Management</p> <ul style="list-style-type: none"> • Promote a culture of quality customer service and stakeholder management • Initiate and develop relationships with customers and stakeholders to define and evaluate performance outcomes • Identify and incorporate the interests and needs of customers and stakeholders in business process design • Ensure systems processes policies and programs respond to customer and stakeholder needs
<p>Results</p>	<p>Deliver results</p> <ul style="list-style-type: none"> • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Seek and apply expertise of others to achieve DFSV outcomes
<p>Business enablers</p>	<p>Technology</p> <ul style="list-style-type: none"> • Encourage research and expert advice on the application of emerging technologies to achieve organisational outcomes • Implement the appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols and policies

