

## DIGITAL COMMUNICATIONS LEADER

### Are you a digital communications specialist with a passion for Australian wildlife?

Australian Wildlife Conservancy (AWC) is the largest private (non-profit) owner of land for conservation in Australia, protecting endangered wildlife across almost 4 million hectares in iconic regions such as the Kimberley, Cape York, the Top End and Lake Eyre. With a focus on practical land management, informed by world class science, AWC is implementing a dynamic new model for conservation in order to save the country's natural capital.

We are seeking a dynamic digital communications specialist with demonstrated experience in successfully delivering engaging digital communications programs. In this role you will be required to develop and disseminate timely and compelling accounts (both static and video) of AWC activities in the field utilising channels such as AWC's website, social media and eNews. You will showcase our dedicated field staff as they translocate endangered wildlife, implement fire management, remove feral animals and undertake biological surveys in remote locations. Your day to day tasks will include liaising with field staff to identify newsworthy events, drafting field updates, promoting our news through social media, driving the ongoing development and maintenance of our website and managing our image library.

Your success will be measured by the level of effective engagement with our supporters and the public via AWC's digital communication channels. You will need a passion for saving Australia's wildlife, a very strong work ethic and a proactive, hands-on approach.

Ideally based in Perth (Sydney or Melbourne will be considered for exceptional candidates), this is a rare opportunity to be actively involved in protecting Australia's endangered wildlife by helping shape the development of an organisation delivering measurable results where it really counts – in the field.

A detailed position description can be viewed <http://www.australianwildlife.org/about/employment.aspx>

To apply: Please submit your application addressing the Critical Competencies (in no more than four pages) together with your CV in one document to: **employment@australianwildlife.org**

**Closing date for applications: 11.59pm Sunday May 14, 2017**

Initial enquiries to: Jaselyn O'Sullivan - Business Manager – email: [jaselyn.osullivan@australianwildlife.org](mailto:jaselyn.osullivan@australianwildlife.org)

(Please note: this email is for enquiries only. Your application should be submitted to:

**employment@australianwildlife.org**)

*Please note: Applications must address the Critical Competencies in order to be considered for this role. This is a permanent, full-time position. Applicants must be an Australian citizen/permanent resident or have a suitable visa that allows permanent full-time work in Australia, in order to apply for this position. A working-holiday visa is not appropriate. Should a suitable local candidate be sourced, sponsorship will not be considered.*

## Position Profile

<b>Designation:</b>	<b>Digital Communications Leader</b>
<b>Reporting to:</b>	<b>Communications Manager</b>
<b>Supervises:</b>	<b>May be required to supervise staff, students, volunteers, contractors and/or casual staff.</b>
<b>Based in:</b>	<b>Perth preferred. (Melbourne/Sydney considered)</b>

### Critical competencies

*Please read carefully and address the critical competencies in a manner that demonstrates your ability to successfully deliver the specific responsibilities/duties (see below) of this position.*

### Critical competencies

1. Demonstrated experience in successfully managing the day to day delivery of engaging digital communications including:
  - a. management of social media accounts; and
  - b. managing/maintaining websites (content, overseeing design and development of website upgrade).
2. High level of research, writing and editing skills, with experience in preparing engaging articles and documents for public consumption.
3. Experience in managing/maintaining websites (content, overseeing design and development of website upgrade).
4. Excellent interpersonal skills including the ability to:
  - a. work effectively as part of a small team; and
  - b. establish and maintain relationships with a diverse range of stakeholders.
5. Experience in using relevant software, or the capacity to readily acquire the ability to use such software. (InDesign and Adobe Premiere – preferred) (Daminion – photo cataloguing – desired, but not essential).
6. Excellent organisational skills including a demonstrated ability to prioritise and execute a large number of tasks/projects in an efficient manner.
7. A passion for conservation of Australia's wildlife and habitats and either knowledge of, or the ability to readily acquire knowledge of, issues associated with the conservation of Australia's wildlife.

### Additional requirements which will be discussed as part of the interview process:

8. A very strong work ethic including, as required, a willingness to work long hours including evenings and weekends.
9. A willingness to undertake travel and work in remote areas.

### Qualifications:

A formal tertiary qualification in a relevant discipline.

### Licenses & Certificates:

A *valid* manual driver's licence.

**Responsibilities:**

<p><b>1. Assist in the identification of a pipeline of stories (field updates) about AWC’s work in the field</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• Under the supervision of the Communications Manager, engage on a regular basis with field staff to help identify stories highlighting AWC’s on-ground conservation work and its success.</li> <li>• Assist in ensuring all sanctuary staff file weekly reports on the AWC intranet.</li> <li>• Help obtain additional information and images, as required, for story (field update) content.</li> </ul>
<p><b>2. Produce and disseminate stories (field updates) to AWC supporters via our website, social media and e-news</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• Produce and disseminate field updates as identified by the Communications Manager: <ul style="list-style-type: none"> <li>○ short field updates: for dissemination by social media and on the website (~3-4/week);</li> <li>○ long field updates: disseminated on the website only (~1-2/week); and</li> <li>○ monthly e-news (overview of activity).</li> </ul> </li> <li>• Assist and support the Communications and Events Specialist in the production of a monthly video e-news presenting selected field updates. This will involve some production/editing of video and its distribution via e-news.</li> <li>• Ensure targets are being adhered to in respect to field updates on AWC’s website, social media and eNews</li> <li>• Ensure approval of all content by Communications Manager/Business Manager.</li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>• <i>Field updates must tell an engaging and integrated story about AWC’s delivery of effective conservation – e.g., AWC’s focus on active land management, world class science, measurable results, increasing wildlife populations etc.</i></li> </ul>
<p><b>3. Managing/maintaining website</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• Manage the maintenance, design and development of the AWC website ensuring it provides an accurate, up-to-date description of AWC and AWC activities and that information is presented in a consistent and professional manner.</li> <li>• Develop and implement a process to ensure AWC website information is always up to date.</li> <li>• Drive an upgrade and ongoing improvements to the AWC website to: <ul style="list-style-type: none"> <li>○ Improve mobile/tablet capabilities</li> <li>○ Deliver improved media/news sections</li> <li>○ Showcase video content</li> <li>○ Improve SEO</li> </ul> </li> </ul>

#### **4. Manage AWC's photo library and image requests, including compliance**

Key activities and responsibilities:

- Manage photo catalogue system - Dominion:
  - Ensure all photographs/video are entered into AWC's photo/video library and appropriately catalogued.
  - Manage the response to requests for images and/or access to sanctuaries for photography/videography purposes, ensuring formal agreements are in place before any access is granted.
- Update, monitor and promote compliance (by staff, volunteers, visitors and professionals) with AWC's photography/videography policy

#### **5. Manage social media channels**

Key activities and responsibilities:

- Day to day management of AWC's social media channels including Facebook, Instagram, Twitter and YouTube.
- Monitor social media channels – identify/manage any issues requiring response.
- Where applicable, respond to social media enquiries, queries, comments with the approval of the Communications Manager/Business Manager.
- Develop best practice social media guidelines.
- Implement improvements to social media posts and process as identified by Communications Manager/Business Manager through social media reviews and reporting.

#### **6. Provide assistance to Communications Manager and Business Manager in delivering AWC's wider communications and business programs where applicable**

- Assist Communications Manager in the design and production of AWC publications, presentations and other collateral where required. This will typically include *Wildlife Matters*, newsletters, appeals, brochures, etc.
- Undertake other tasks as requested by the Communications and/or Business Manager.

#### **7. Undertake other tasks, as required.**

Key activities and responsibilities:

- Manage general AWC email enquiries.
- Manage staff, contractors and volunteers, as required.
- Comply with all AWC policies including OH&S.