

COMMUNICATIONS MANAGER

Use your expertise in communications to help save Australia's endangered wildlife.

Do you have a highly developed background in communications and a passion for the conservation of Australia's wildlife and their habitats?

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 looking for a Communications Manager with a track record of effective, measurable engagement with key audiences using both traditional and new media, underpinned by exceptional writing and story-telling skills. Leading a small communications team, you will play a critical role in facilitating the flow of information from our field staff to our supporters and the public by putting a spotlight on our exceptional conservation success in some of Australia's most iconic landscapes.

Your success will be measured by the level of effective engagement with our supporters and public via a range of communications channels. You will need a passion for saving Australia's wildlife, a very strong work ethic, a dynamic, hands-on approach and a willingness to travel to remote sanctuaries.

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 including critical competencies 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
(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 with reference to the specific responsibilities/duties of this role in order to be considered.

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

Designation:	Communications Manager
Reporting to:	Business Manager
Supervises:	Digital Communications Leader and other staff, students, volunteers, contractors and casual staff as required.
Based in:	Perth preferred. (Melbourne/Sydney considered)

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.

1. Experience developing and executing effective communications strategies – i.e., strategies which have delivered measurable outcomes.
2. Exceptional writing and editing skills, with extensive experience in preparing engaging articles and documents for public readership.
3. Excellent leadership and interpersonal skills including:
 - a. a demonstrated ability to lead a small team of people; and
 - b. the ability to establish and maintain relationships with a diverse range of stakeholders.
4. Experience in managing/maintaining websites (content, overseeing design) and related social media (Facebook etc.).
5. Experience in the design, layout and production of newsletters, magazines, brochures and other similar products. A demonstrated ability to layout documents, and supervise the effective layout of documents, is essential. Experience in using relevant design software (InDesign), or the capacity to readily acquire the ability to use such software, is required.
6. Experience in dealing with the media and developing media strategies.
7. Excellent organisational skills including a demonstrated ability to prioritise and execute a large number of tasks/projects in an efficient manner.
8. Experience in managing a budget.
9. 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:

10. A very strong work ethic including, as required, a willingness to work long hours including evenings and weekends.
11. 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:

1. Identify, on an ongoing basis, a pipeline of stories (field updates) about AWC's work in the field (~5 updates/stories per week)

Key activities and responsibilities:

- Develop and manage a process for engagement, on a regular weekly basis, between the communications team and field staff to identify stories highlighting AWC's on-ground conservation work and its success.
- Ensure that all sanctuary staff file weekly reports on the AWC intranet.
- Co-ordinate the submission of additional information and images, as required, for story (field update) content.

2. Oversee/manage the timely production and dissemination of stories (field updates) to AWC supporters via our website, social media and other channels

Key activities and responsibilities:

- In consultation with the Business Manager, oversee/manage the scheduling, production and dissemination of field updates including:
 - short field updates: for dissemination by social media and on the website (~3-4/week);
 - long field updates: disseminated on the website only (~1-2/week);
 - monthly e-news (overview of activity);
 - monthly video news (overview of activity).
- Ensure targets are being met in terms of the number of field updates.

Note:

- *Under your management, the Digital Communications Lead will produce and disseminate identified field updates through social media, the website and e-news.*
- *Under your management, the Communications and Event Specialist will prepare a monthly video update.*
- *In addition to and as part of managing these staff, you will be expected to edit and write some field updates.*
- *You must ensure field updates 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.*

3. Manage the production of the AWC magazine – *Wildlife Matters*

Key activities and responsibilities:

Working with the Business Manager and Chief Executive:

- Develop a content plan for each *Wildlife Matters* magazine (3-4 per annum)
- Manage the design and layout (including developing an overall style guide), with the assistance of specialist design contractors as required.
- Source and edit articles from other staff, write some articles and source/select photos.
- Edit and finalise.

- Oversee production and distribution of printed edition.
- Present digital edition on web and via e-news.

4. Manage the production of other AWC publications, brochures, educational material, invitations, brochures and other collateral

Key activities and responsibilities:

- Manage design and production of AWC publications, brochures and other collateral, where necessary with the assistance of specialist (design) contractors. This will usually involve:
 - Writing and editing text.
 - Designing documents (using InDesign) or closely managing contractors who are undertaking the design.
 - Overseeing the production and distribution of collateral.
- Ensure all AWC publications are filed consistently, are kept up to date and are accessible.
- Develop, roll-out and ensure adherence to an *AWC style guide*.

5. Manage and promote AWC engagement with the media

Key activities and responsibilities:

- Receive media enquiries and respond accordingly.
- Co-ordinate media interviews for the Chief Executive and other AWC staff.
- Organise and manage media events such as visits by media to AWC sanctuaries, where required.
- Promote media interest in AWC, including articles in selected media and pro-active engagement of selected journalists and media.
- Ensure all communications products, including media articles, are catalogued – manage and maintain a register of advertising and listings.
- Support the Business Manager in developing and tracking metrics.

6. Development of sanctuary interpretative materials

Key activities and responsibilities:

- Co-ordinate and undertake the development of interpretative material for AWC sanctuaries including but not limited to:
 - Interpretative displays for visitors including panels, multi-media displays, etc.
 - Walking trail notes
 - Sanctuary brochures
 - Other signage

7. Website

- Oversee the Digital Communications Leader in the management of the website to ensure it provides an accurate, up-to-date description of AWC and AWC activities and that information is presented in a consistent and professional manner.
- Support the Business Manager in developing and tracking metrics.

8. Manage the communications team and measure/report progress

Key activities and responsibilities:

- Working closely with the Business Manager, manage the communications team including:
 - Digital Communications Lead
 - Communications and Events Specialist
 - Photographer
- Measure and report progress/metrics in the delivery of:
 - Field updates/stories (5 update/stories per week)
 - short: disseminated by social media and on the website (~3-4/week - DCL)
 - long: disseminated on the website only (~1-2/week – DCL)
 - e-news (monthly - DCL)
 - video e-news (monthly - CES)
 - Wildlife Matters (3-4 per annum - CM)
 - website (metrics TBD: DCL)
 - Media (metrics TBD -CM)
 - Other publications (CM)
 - Sanctuary interpretation (CM)

9. Undertake other tasks (where and as required).

Key activities and responsibilities:

- Assist Business Manager in the development of relevant annual operational plans/reporting.
- Assist Business Manager in the development of annual budgets and finance reporting.
- Undertake other tasks as requested by the Business Manager.
- Comply with all AWC policies including OH&S.