

Position Description: Digital Campaigner

Fixed term contract position: 6 months (possible option to extend)

15 - 22.5 hours (0.4 - 0.6 EFT) per week

The Organisation

The Victorian National Parks Association (VNPA) has been one of the state's leading nature conservation organisations for 67 years. VNPA has been instrumental in the establishment of Victoria's national parks system, and we continue to advocate for better protection and management of nature in our state. VNPA is an independent, not-for-profit, membership based, community organisation. We are a team of 10 - 13 staff, and a large base of volunteers, members and supporters.

Our vision: Victoria is a place with a diverse and healthy natural environment protected, respected and enjoyed by all.

Position Summary

The VNPA is seeking a passionate, creative, strategic and organised 'Digital Campaigner' to cover the increased communications needs for urgent and important campaigns.

The Digital Campaigner will create engaging, compelling, sharable content that will increase community awareness, engagement and support for VNPA's campaigns to protect nature and promote national parks. The Digital Campaigner will deliver this content through various communication channels such as social media, traditional media, email, website and petitions.

The Digital Campaigner will report to the Executive Director and will work closely with VNPA campaign and communications staff.

Position Responsibilities

Key responsibilities include:

- Work with other VNPA staff to develop and deliver digital strategy to increase VNPA supporter and broader community engagement in VNPA campaigns
- Drive online awareness and participation in VNPA campaigns and motivate both existing and new audiences to act
- Enhancement and optimisation of campaign impact (e.g. increasing the numbers of people who sign petitions or write to politicians, make donations, attend events etc.)
- Create interesting, informative and compelling digital content
- Plan and distribute online communications (social media posts, email alerts, website pages etc.)
- Coordinate the production of supplementary communications materials (e.g. brochures, flyers, postcards etc.) required for digital communications and liaise with other staff/contractors for printed communications.
- Manage VNPA's images and other digital assets (sourcing, use, permissions, credits and organisation) for campaigns and associated events

- Track social media and traditional media coverage of relevant nature conservation issues and VNPA campaigns
- Ensure campaign messages are consistent, but tailored where appropriate, across all VNPA communication channels
- Ensure all materials are in line with VNPA's style and brand
- Other duties as required

Position Selection Criteria

- Demonstrated experience in developing and delivering digital campaign strategy/plan
- Demonstrated experience using digital tools and coordinating and preparing content for online platforms and audiences
- Demonstrated strong campaign messaging, writing and editing skills
- Demonstrated ability to create high-quality online content, including graphic design and video
- Experience leveraging social media (Facebook, Twitter etc.) for campaigns, both organic and paid reach
- Experience in website publishing and administration (WordPress or similar)
- Experience with email marketing systems (e.g. Mailchimp and Campaign Monitor)
- Experience with CRM databases (eTapestry or similar)
- Experience liaising with media
- Experience liaising with graphic designers, printers, photographers etc.
- Experience in event coordination and promotion
- Photography skills (optional)
- Experience and willingness to work with volunteers, including volunteer groups/partners
- Familiarity with and appreciation of working within a community organisation
- Knowledge of and interest in nature conservation

Salary and conditions:

All VNPA staff and volunteers are required to:

- Act at all times in accordance with the VNPA Code of Conduct
- Observe relevant OH&S procedures and organisational policies and procedures
- Work collaboratively with all staff, volunteers and contractors
- Support a child safe organisation by being respectful to children and young people and to comply with relevant legislative requirements

The Digital Campaigner would be required to:

- work in the VNPA office two days per week on agreed days (approximately 15 hours)
- spend time working/monitoring social media etc as necessary on other days throughout the week which could be done out of the office (approximately 7.5 hours).
- some weekend or out of hours work may be required for events, urgent communications, etc.

The position will be based in Melbourne, in the award winning 'Green Building' at Level 3, 60 Leicester Street, Carlton.

VNPA staff work under an Enterprise Employment Agreement. VNPA is a flexible work place. Time off in lieu is offered for any additional hours worked and additional 'shut-down' leave is offered between Christmas and New Year. The VNPA Agreement provides for 4 weeks annual leave (pro-rata).

The position is subject to a satisfactory performance review to be conducted 3 months after appointment.

Remuneration: Conservation Officer Grade 3 (Range: Year 1 – Year 8) equivalent to \$76,733 – \$84,259 full time (or \$30,693 – \$33,704 @ 0.4 EFT) + prescribed superannuation. Actual wage will depend on skills and experience.

Employment terms: Fixed term contract for 6 months with possible option to extend. Engagement on a contract basis may be possible for the right candidate subject to request and negotiation.

Further information:

For enquiries please phone Emily Clough, Fundraising Manager or Heath Rickard, Finance and Operations Manager on 03 9341 6500 or emily@vnpa.org.au or heath@vnpa.org.au

How to apply:

1. Prepare your application including:

- A statement addressing each of the items in the above 'Position Selection Criteria'. **Applications that do not clearly address the selection criteria will not be considered.**
- Your resume
- Covering letter (optional)

2. Send your application to the VNPA by email to apply@vnpa.org.au

Applications close: 6pm Thursday 26 September 2019 – late applications will not be considered.