



# Digital Communications Coordinator

## Position Description

### WILDCARE OVERVIEW

Wildcare Tasmania is a not-for-profit charity caring for wild places, wildlife and cultural heritage in Tasmania. We have approximately 5,000 members and 60 volunteer groups located all around Tasmania, working with land managers to care for national parks and reserves, wildlife and cultural sites, including some in very remote locations. Wildcare offers some of the most genuinely wild volunteering opportunities in Tasmania.

Wildcare raises money through public donations for a range of important environmental causes.

### POSITION OVERVIEW AND PRIMARY FOCUS

The Digital Communications Coordinator aims to boost Wildcare's impact on the natural environment and the community through:

- ❖ Communications which highlight the rewarding volunteer and philanthropy opportunities available
- ❖ Strategies that increase Wildcare membership and improve membership retention.

The Digital Communications Coordinator will

- ❖ develop communications strategies covering all digital channels
- ❖ prepare communications materials and coordinate messaging through newsletters, flyers social media and online news stories, ensuring branding and style consistency
- ❖ manage Wildcare's social media sites
- ❖ report on membership and donation trends and outcomes of communications activities
- ❖ assist with, fundraising initiatives, gatherings and events and
- ❖ provide back-up support across our small team, as needed.

#### Reports To:

The Digital Communications Coordinator reports directly to the CEO and collaborates with the Wildcare Member Services Coordinator.

#### Position Location

Our core offices are within the Hobart CBD. Our current work arrangements are a combination of working from home, in person office meetings once a week and also video conferencing meetings. Provided there is a commitment to meet face to face in Hobart as required during the initial phases and minimum once per month thereafter, it is possible to fulfil this position remotely.

## TERMS OF EMPLOYMENT

### Employment Arrangements

The Digital Communications Coordinator is appointed initially on a Casual basis, with potential to move to a permanent, part-time role.

The ongoing need for the Digital Communications Coordinator is subject to continued funding being available. The success of the Digital Communications Coordinator in generating revenue will contribute to the ongoing tenure of the role.

The Digital Communications Coordinator will need their own home high speed internet and contemporary computer facilities.

### Days/Hours of Work

The Digital Communications Coordinator's casual hours will range between 7 - 15 hours per week, as agreed. Flexible work arrangements apply, subject to efficient delivery of the position requirements. Workdays and times will be agreed with the Wildcare CEO.

### Remuneration

Hourly rate as agreed. Superannuation contribution will be paid additional to salary at the Superannuation Guarantee amount as required by legislation.

### Loaned Items

N/A

### Position Documentation

- ❖ Digital Communications Coordinator - Position Description
- ❖ Digital Communications Coordinator - Contract

### Key Working Relationships

- ❖ CEO
- ❖ Office team

## RESPONSIBILITIES

### Legislative Compliance

The Digital Communications Coordinator will act in accordance with compliance requirements relating to relevant industry bodies including, however not limited to the following;

- ❖ Australian Charities and not-for-profits Commission
- ❖ Australian Tax Office
- ❖ Register of Environmental Organisations
- ❖ Consumer Affairs and Fair-Trading Tasmania.

### Financial management

Manage all communications and initiatives in accordance with agreed budget.

### Work Health & Safety

All employees have a "Duty of Care" under the Workplace Health & Safety Act 2012 in assisting to maintain a safe workplace in which employees, clients or members of the public are free from injury or risk to health.

## SELECTION CRITERIA

### Essential Experience/skills

- Ability to develop digital communication strategies that inspire people to be involved with Wildcare Tasmania, whether as a member, volunteer and/or donor, based on insights obtained from data analytics and customer research.
- Ability to develop content for inspiring and contemporary communication materials, including e-newsletters, flyers using online graphic design sites, video clips and social media sites.
- Ability to be a knowledge leader in digital communication:
  - within the Wildcare Office team to allow us to identify:
    - more productive ways to work using technology
    - new services to offer to our members and
    - better ways to engage with, and report to, philanthropists.
  - to Wildcare volunteer groups, to boost their resources in story-telling about their work.

### Highly Desirable

- Not for profit philanthropy and fundraising experience.
- An affinity with Wildcare's organisational aims of caring for wild places, wildlife and cultural heritage.