



# Audience Outreach Support Coordinator

## Position Description

**Join an energised team ready to support and grow our network of volunteer groups taking action across Australia to stop pollution and speak up for our living world.**

*ACF acknowledges the structural barriers that make gaining experience in any sector more difficult for many in our communities. We encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTIQ+ people and others who have diverse experiences of our world to apply for this opportunity. As an organisation and a movement, we grow stronger through diversity.*

## About the Australian Conservation Foundation:

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people creating a world where forests, rivers, people and wildlife thrive.

A handful of people formed ACF 50 years ago when mining first threatened the Great Barrier Reef. Now the ACF community has grown into a powerful force for nature.

We bring together people from the community, government and business. Our community advocates against pollution and destruction, and for our living world. We hold decision-makers to account. We champion big ideas and find common ground with unlikely partners.

We love and protect the web of life right across our continent, from the Kimberley to the reef, down the Great Dividing Range to Tasmania's forests.

People power our campaigns. We are proudly independent, non-partisan and funded by donations from our community.

## About the ACF Fellowship Program

The ACF Fellowship program is a structured learning and volunteering opportunity for grassroots leaders and emerging campaigners. Each volunteer placement will be a part of a team of highly-engaged volunteers that can help us harness the energy of ACF supporters taking action in their communities. The purpose of the ACF Fellowship program is to help support ACF's growing movement of local groups in their efforts to build people power, change the story and advocate for our living world.

Through the ACF Fellowship, you'll be part of a supportive workplace where you can:

- Participate in a comprehensive induction program on all aspects of ACF and social change theory.
- Learn from experienced campaigners, community organisers, media and communications experts.
- Develop and apply your skills in a volunteer placement.
- Receive coaching and support with your supervisor, with clear direction and timelines about your responsibilities.
- Regularly reflect on your practice with other fellows in your cohort.

- Get regular training on topics like the history of the environment movement in Australia, activist self-care, and cutting edge practice in campaigning, organising and communication.
- Be part of a movement of people who show up, speak out and act to stop pollution and destruction so our living world can thrive.

### **About the Audience Outreach Support Coordinator role:**

The Audience Outreach Support Coordinator will be focused on identifying and supporting “trusted messengers” to use their own channels and networks to elevate our issues and inspire target audiences to take action. This volunteer role is for an initial six-month commitment with the opportunity for further volunteering.

### **Volunteer responsibilities may include:**

- Work with campaigners and supervisor to identify trusted messengers in target constituencies, and develop a plan to engage them
- Research climate and environmental communication best practice around trusted messengers, and
- Build relationships with those trusted messengers and support them to share their stories with their communities
- Help develop creative tactics to get local voices to cut through the noise
- With guidance from your supervisor, coaching may include supporting “trusted messengers” in target audiences to:
  - Feel confident sharing their experiences and concerns publicly, in relation to environmental issues
  - Engage with local media and social media
  - Interview preparation and non-verbal communication
  - Speaking at events and other local opportunities
- Tracking and reporting on the media impact of trusted messengers
- Other duties as requested by the supervisor.

### **Volunteer skills:**

The volunteer should be able to demonstrate the following **key selection criteria**:

- Excellent communication skills and phone manner.
- A passion for storytelling and the power of stories to create change in the world.
- An ability to build strong rapport quickly with people from a diverse range of backgrounds and ages.
- A polite and patient manner that provides an inclusive experience for volunteers of varying skill levels and experience.
- The ability to coach people, and build confidence in their abilities.
- Strong organisational skills.
- Ability to work as part of a team as well as autonomously.
- An understanding of what it takes to create an equitable and diverse environment movement representative of all Australians.
- Familiarity with technology and the ability to quickly learn new programs.

Desirable:

- Familiarity with engaging with and pitching stories to media.

- Experience in coordinating events is desirable.
- Research skills
- Social media skills.
- Experience using Microsoft Office and Google Docs.

The ACF Fellowship program is suitable for driven, passionate and committed people who reflect the diversity of backgrounds and experiences in our communities. If that's you, but you're worried you don't have all the skills outlined in the position descriptions, please apply anyway!

### **Hours:**

The hours are ideally 15 hours per week, including fortnightly training. The set hours are negotiable and flexible, to be arranged between the volunteer, the relevant supervisor and the program manager. It is expected that these hours will usually take place on two days between 9am and 5pm, however this role will ideally be available for meeting with volunteers when they are available. It's expected that any after-hours volunteering will be balanced with time off so that you don't volunteer more than 15 hours per week.

### **Duration:**

This is a voluntary commitment. All volunteer positions are for a negotiable period of six months from February to July 2021, with optional volunteer opportunities available thereafter.

### **Location:**

The normal place of volunteering will be at ACF's main office in Carlton, VIC. However, depending on the duration of the COVID-19 pandemic, this role can be done completely remotely from your home with support from ACF's team.

### **Resources:**

ACF will provide the resources necessary for the volunteer to perform the main tasks (including a computer). Any reasonable travel and accommodation costs for interstate trips will be reimbursed as per the agreement (this will, of course, depend on the duration of the COVID-19 pandemic).

### **What might a typical day look like?**

In the morning, you meet with a campaigner and your supervisor to brainstorm the kinds of voices that are missing from the public conversation on a particular campaign issue. You come up with a list of possible "trusted messengers" who could change the story, then do some googling to see if any of these messengers are already active. You start a spreadsheet to keep track of possible contacts, then email the local ACF community group to see if they know anyone locally who fits the bill. After lunch, you start developing some creative tactic ideas that could capture people's attention locally on the issue. In the afternoon, you take a phone call with a GP you've been supporting to speak up about air pollution and coal dust in local media. They've had trouble getting into the local paper lately, so you troubleshoot some ideas together and email them some ACF toolkits on pitching stories to local media.

It's been a great week, and you can see the role you've played in helping people find their voices to speak about the issues they care about – and changing the story in their communities.

### **Why does this role matter?**

The ACF community is over 700,000 people strong and when we work together strategically, we can have a big impact.

ACF Community groups unleash the power of our community by connecting people locally and sharing strategies and skills so we can create change faster. It's also more fun!

For us to succeed, we need people that are exclusively focused on changing the dominate stories that shape society and using stories, photos, videos and media to elevate our issues and inspire people to take action.

### **It is important to note...**

This role is a volunteer placement. ACF does not offer employment following the placement. By signing up to volunteer with ACF, you agree to ACF's policies and procedures.

### **Direction and Contact:**

The Audience Outreach Support Coordinator will be asked to carry out duties under the direction of and report to the Story Strategy Lead.

### **How to apply:**

More information about ACF's campaigns and how to apply can be found on the ACF website at [www.acf.org.au/fellowship](http://www.acf.org.au/fellowship). Recruitment is managed by Beth Koch, National Network Organiser. Please direct any queries to [volunteer@acf.org.au](mailto:volunteer@acf.org.au).