

# Communications and Behaviour Researcher

## 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 Communications and Behaviour Researcher role:**

The Communications and Behaviour Researcher role will be focused on summarising up-to-date communications and behaviour change research and best practice to help shape ACF's public narrative and support the ACF Change the Story network. The role will assist the Public Narrative Coordinator in ensuring Change the Story resources and training are kept up to date and producing new accessible resources as needed. The role will also work within the Change the Story network team, which works to mobilise a network of volunteers to end climate and nature silence in the media. This volunteer role is for an initial six month commitment with the opportunity for further volunteering.

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

- Summarising research and best practice relevant to ACF's public narrative and communications strategies, including framing and messaging, engaging different audiences, behaviour change and broader media, social science and psychology research.
- Analysing dominant stories in the public debate, including scanning media, online channels and public discussions for opportunities for ACF and network volunteers to promote our issues or use our frames.
- Adapting campaign messageboards and communications strategies into accessible resources (e.g. toolkits, blog posts) as needed for ACF community groups and volunteers, particularly the Change the Story network
- Assisting with a monthly media wrap for network volunteers to keep them up to date on what media are saying about nature and climate.
- Assisting with ACF Community webinars as needed, particularly for the Change the Story network (including attending Change The Story network meetings when able)
- Updating ACF's narrative handbook and helping facilitate Change The Story training workshops
- Help shape ACF's strategic communications, narratives and messages, and develop creative ways to disrupt the dominant story and elevate new stories
- Other duties as requested by the supervisor.

### **Volunteer skills:**

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

- Strong research and analytical skills.
- Excellent communication and presentation skills.

- Strong organisational skills and attention to detail.
- Ability to efficiently collate and summarise complex information and translate into accessible formats for different audiences.
- 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.
- 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 climate and environmental communication.
- Familiarity with engaging with the media.
- An interest and a knowledge of politics.
- 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 Canberra office in Civic, ACT. However, depending on the nature of the role the volunteer is undertaking, some tasks may be carried out flexibly offsite, with the prior approval of the supervisor.

## **Resources:**

ACF will provide the resources necessary for the volunteer to perform the main tasks (including a computer). Reasonable travel and accommodation costs for interstate trips will be reimbursed as per the agreement.

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

In the morning you read the media wrap, and take note of any continuing dominant stories or new emerging narratives, frames or metaphors relevant to ACF or ACF's current campaigns. You highlight these and provide some analyses and recommendations in a literature review you're working on that will help inform strategic communications and narrative in an upcoming campaign. You also log into Slack and share an article in the Change the Story community channel that highlights a particular kind of narrative or framing, encouraging discussion to activate the network to reshare stories and apply Change the Story strategies to challenge or create new public narratives. After lunch you continue your work on some "In a nutshell" one-pagers summarising ACF's campaign messageboards into a format that the Change the Story network community groups can use in their own local campaigns and messaging. In the afternoon you meet with the Change the Story network staff and fellows to prepare for a network webinar, including updating slides and discussing useful activities for breakouts. Before you head home, you follow up some questions and ideas from the meeting, looking up some recent research and recommendations around message framing, and finding some good examples or case studies to share in the community webinar.

## **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.

For us to succeed, we need teams that are exclusively focused on changing the dominant 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 Communications and Behaviour Research volunteer 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).