

# Story Strategy Coach

## 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 half a million 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 for 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 Story Strategy Coach role:**

ACF Community groups are structured so that group members work in three different focus areas, one of which is 'Change the Story'. The Story Strategy Coaches will be focused on coaching and supporting the Change the Story network – a network of members from each ACF Community group who are focused on using stories, photos, videos and media to elevate our issues and inspire people to take action. This is a shared role. This volunteer role is for an initial six-month commitment with the opportunity for further volunteering.

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

- Coordinating and supporting the efforts of ACF Community Groups to change the story in their communities.
- With guidance from your supervisor, coach network volunteers in ACF Community groups to:
  - Tell compelling stories that motivate others to act
  - Write effective email
  - Engage with local media
  - Use their social media effectively
  - Develop a story strategy
  - Use visual content to promote our campaigns
- Recruit for and facilitate regular training for the Change the Story network in social media, media, story collection, story strategy, and more.
- Assist in building an online community for the network to share challenges, tips and intel.
- Help produce and ensure all network volunteers have access to and know how to use relevant resources (toolkits, tutorial videos, visual merch, etc).
- Writing a media wrap for network volunteers to keep them up to date on what the media are saying about nature and climate.
- Mobilise ACF volunteers and supporters to target media outlets, decision-makers and online channels to change the story on climate and nature.
- Tracking and reporting on the media impact of ACF Community Groups
- Supporting ACF Community Groups to set up Facebook groups.
- Creating shareable and editable content for Groups to share.
- Monitoring the ACF Community's social media to identify groups that may need support to highlight good content and to ensure that it is within the ACF Community principles
- Other duties as requested by the supervisor.

### **Volunteer skills:**

The volunteer should be able to demonstrate:

- 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.
- Familiarity with technology and the ability to quickly learn new programs.
- Social media skills.

Desirable:

- Familiarity with engaging with media.
- Experience in coordinating events is desirable.
- Experience using Microsoft Office and Google Docs.

The ACF Fellowship program is suitable for driven, passionate and committed people to 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 officer. It is expected that these hours will usually take place on two weekdays 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 2022, with optional volunteer opportunities available thereafter.

### **Location:**

The normal place of volunteering will be at ACF's main office in Carlton, VIC, but could also be at one of our other offices in Sydney, Canberra or Brisbane. 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 read the media wrap and see that ACF's report on air pollution is getting quite a bit of traction. You log into Slack and share some of the coverage in the Change the Story channel, activating the network to make the story a bigger splash through their personal social media. You also scan Twitter and see a politician has described themselves as representing the mining sector. After lunch, you prepare the training curriculum for an upcoming webinar and send an email blast to remind the network. You have a coaching session in the afternoon with a network volunteer who wants their group to send a series of letters to the editor and wants some help. That night you host a training on how to effectively use Facebook for Community groups. You make sure that you address some key challenges you've noticed groups are having on Facebook from your moderation of their pages. It's been a great week, and you can see the role you and the ACF Community have played in changing the story in their communities.

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

The ACF community is nearly half a million 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 dominant stories that shape society through the use of 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:**

Story Strategy Coach will be asked to carry out duties under the direction of and report to a Community Organiser or Digital Organiser.

## **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 Mel Abel, Fellowship Program Officer. Please direct any queries to [melissa.abel@acf.org.au](mailto:melissa.abel@acf.org.au)