



**AUSTRALIAN  
CONSERVATION  
FOUNDATION**

# Social Media Moderator Team Leader

## 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 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 Social Media Moderator Team Leader role:**

The Social Media Moderator Team Leaders will be focused on creating a positive culture across ACF's online communities through the coordination of a team of active and friendly moderators. 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:**

- Helping to recruit, train and supervise the Social Media Moderator volunteer team – a team of moderators that help create a positive online community and culture.
- Ensure that questions are responded to, the conversation is positive, and trolls are hidden.
- Manage the team roster, sending reminders and reallocating volunteers as required.
- Prepare for and help to lead a monthly group meeting with the Social Media Moderator volunteer team.
- Regular coaching and supervision of team members.
- Escalating any issues to the Social Media Coordinator or Media and Investigations Manager as required
- Following ACF messageboards and narrative guides.
- Staying up-to-date on ACF's campaigns and activities by checking the online Slack channel.
- Help to produce relevant resources (toolkits, tutorial videos, etc), ensuring the team has access to – and knows how to – use them.
- Track and report on engagement of various posts.
- Other duties as requested by the supervisor.

### **Volunteer skills:**

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

- Excellent writing skills with experience in developing written communications for different mediums and audiences.
- Ability to identify core information in a complex issue and convey it in a clear, simple, and persuasive way.
- A passion for people-powered campaigns and protecting nature.
- A passion for storytelling and the power of stories to create change in the world.
- Self-motivated and demonstrate initiative to work autonomously.
- Creative and original.
- Strong organisational skills.
- Experience in or willingness to coach others and build a team.
- An understanding of what it takes to create an equitable and diverse environment movement representative of all Australians.
- Familiarity with and experience using Facebook, Instagram and Twitter.
- Familiarity with technology and the ability to quickly learn new programs.

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 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 2022, with optional volunteer opportunities available thereafter.

## **Location:**

The normal place of volunteering will be either 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 have a look at ACF's social channels and see that a video we made is getting quite a bit of traction. You check the analytics and see where and why it is performing so well, and add it to your weekly report. You notice that there are quite a few questions on Facebook that are not getting responded to and you check the roster to see who is scheduled for a moderation shift that day. You give them a call to see if they are struggling on how to respond to some of the questions on ACF's position on nuclear power, and then go and talk to the relevant campaigner to see if there are any resources that may help your team respond. Over the course of the morning, the questions escalate to trolling, and you refer the issue to your supervisor. After lunch, you have a few coaching sessions booked in with your team, and one of the new team members is going to buddy up with you for their first shift. In the afternoon you work with the rest of the social media team to develop an

Instagram strategy that will help ACF engage with different demographics. Before you head home, you check the roster and send a reminder text to your team member and thank those that volunteered that day.

### **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. Having a strong online presence allows ACF to amplify its impact during key moments and recruit new supporters to grow ACF's community. Having passionate volunteers undertake this work elevates ACF's online presence from good to great.

### **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 Social Media Moderator Team Leader will be asked to carry out duties under the direction of and report to the Social Media Coordinator.

### **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)