



Position Description

Communications, Media and Digital Fundraising (Broome, WA)

(Part-time role: 0.4FTE)

Level 4 Salary range \$71,409 to \$75,153 (1FTE) pro rata + 9.5% superannuation

12 months contract with intent to extend pending future funding

5 weeks annual leave including 17.5% loading

Commencement: ASAP

Applications close: 22nd April

The Kimberley is known the world over as one the last remaining regions yet to be impacted by industrialisation and urbanisation. It has intact landscapes that are unlike any others in the world. The coast is in the top 4% of most intact marine areas on the planet and the tropical savannah here is the least damaged. Despite this, significant challenges face us in ensuring the protection of the region.

About the organisation

Environs Kimberley (or EK) is the Kimberley's peak environmental not-for-profit organisation. Established in 1996 to protect the Fitzroy River, we now work across the region to provide a strong voice in support of responsible development that is locally based and compatible with the qualities and values of this special part of the world.

Working in partnership with communities, landholders and land managers, especially Aboriginal traditional owners and their ranger groups, we work to tackle local challenges through scientific research, monitoring, community-based planning and management.

We advocate for environmental protection while working collaboratively on the ground tackling threats and increasing community capacity to deal with them.

Environs Kimberley embraces flexible, family-friendly workplace arrangements that allow our staff to have a healthy work-life balance. The Environs Kimberley community is welcoming and supportive and we value our happy and inclusive workplace culture.

About the role

We are looking for a passionate person with excellent communication skills to fill the new part-time role of Communications, Media and Digital Fundraising, **based in Broome**.

The person in the role will grow the:

- EK supporter database
- EK membership
- EK social media channels
- EK fundraising revenue

The role includes:

- Database and supporter management
- Social media content development and branding
- Mainstream media engagement
- Website content development and management
- Supporter engagement and communication
- Digital fundraising through social media and other platforms
- Electronic direct mail (EDM) petitions and appeals

Selection Criteria

Essential:

- Excellent verbal and written communication skills
- Experience with strategic social media content development including FB, Instagram and Twitter
- Experience with website content development and management
- Experience with mainstream media
- Involvement in petitioning and fundraising appeals
- Strong IT skills and experience using Office 365 suite
- Being based in Broome

Desired:

- Ability to use Nationbuilder software
- Video content development
- Digital fundraising
- Cross-cultural engagement

Position Description

Database and Supporter Management

- Electronic Direct Mail management (EDM's)
- Management of Nationbuilder database.

Social media, mainstream media, content development and branding

- Managing EK's social media
- Mainstream media liaison
- Content production and acquisition – videos/memes/photos
- Digital fundraising using social media and other platforms

Website Management and content creation

- Reviewing and updating website content and functionality

EK Appeal Letters (bi-annual)

- Production and distribution of EK petitions and fundraising appeal letters

Supporter engagement, communication

- Production of promotional information and materials for EK

Other duties as directed by the director

Remuneration and Contract

12-month contract with the possibility of extension subject to ongoing funding.

Level 4, remuneration range - \$71,409 to \$75,153 (1FTE) pro rata dependent on experience.

How to Apply:

Applications close on 22nd April 2021

Please ensure your application includes a CV, details of two referees and a cover letter that addresses your skills and experiences relevant to the key selection criteria. We encourage you to highlight any other additional desirable skills and experiences (no more than 4 pages).

Aboriginal and Torres Strait Islander candidates are encouraged to apply.

Please send your electronic application to:

Martin Pritchard

Director

Environs Kimberley

director@environskimberley.org.au

Please direct any enquiries to: Tessa Mossop on (08) 9192 1922 or community@environskimberley.org.au.