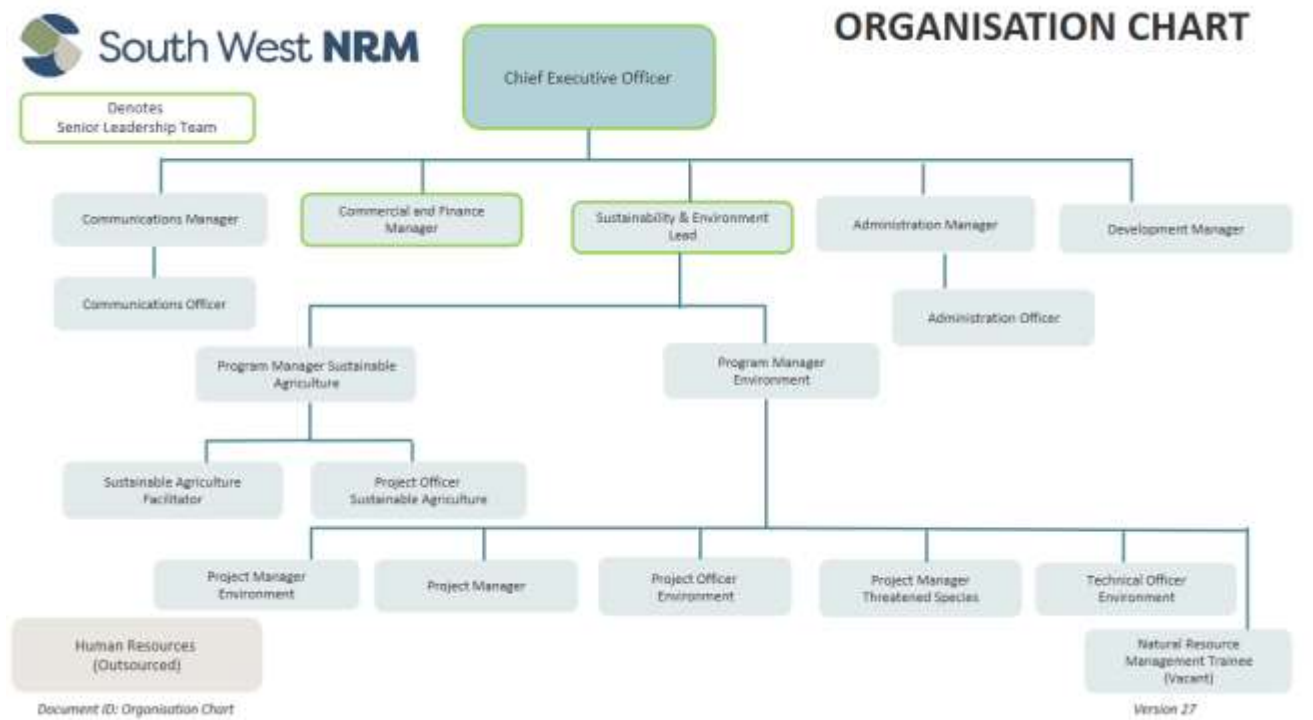


Position Description

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| Job Title | Communications Officer |
| Classification | One Year Contract - 15 to 22.5 hours per week (negotiable). |
| Salary Range | \$78,000-\$92,000 |
| Reports to | Communications Manager |
| Supervisory Responsibilities | Nil |
| Location | Bunbury |

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| Vision and Mission |
| <p>A leading not for profit environmental organisation driving evidence based, collaborative action with our members and others to benefit our South West’s globally unique environment and communities.</p> <ul style="list-style-type: none"> • To conserve, enhance and restore our South West environment for the benefit of all. • A thriving South West where nature is valued for generations to come. |

Position Relationship



| Essential Duties | |
|-------------------------|---|
| Job Summary | <p>The Communications Officer is responsible for supporting the Communications Manager in delivering South West NRM’s Communications Strategy 2024-2028 which aims to: Generate brand awareness and understanding; Grow and nurture an ‘inner circle’ for influence and advocacy; and Support income diversification for the organisation.</p> <p>This includes creating written, graphic and digital content for SWNRM external communications channels, taking photos and videos, collating e-newsletters, responding to community enquiries via email, assisting with design and hosting of events, and other communications-related tasks as allocated by the Communications Manager.</p> |
| Primary Duties | <ul style="list-style-type: none"> • Generate ideas for, and write, high quality and engaging media releases, social media posts, website and newsletter articles on topics related to environmental conservation and sustainable agriculture with a focus on highlighting the impact of South West NRM projects and activities while translating sometimes complex topics into accessible and engaging content. • Create, plan, schedule and post regular content (captions, videos, tiles) to SWNRM social media channels (Facebook, Instagram, LinkedIn) ensuring consistent and appropriate brand voice, messaging and visual identity. • Capture photos and videos of projects and activities being undertaken by the Operations Team. • Collate, design and distribute regular e-newsletters using MailChimp platform. • Ensure strong brand consistency across all external communications materials and digital media including flyers, banners, reports, documents, website, newsletters, social media. • Undertake research on various environmental conservation and sustainable agriculture projects to support content creation and generate creative ideas for future content, campaigns or strategies. • Stay up-to-date on emerging issues of significance within the environmental conservation and sustainable agriculture sectors to inform content creation. • Using WordPress and Elementor content management system, perform updates to SWNRM website by posting new articles and editing or refreshing static content. • Other duties as directed. |
| Governance | <ul style="list-style-type: none"> • Document Control - Maintain all communications related records, using document control system. |

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| <p>Team work, communication and relationships</p> | <ul style="list-style-type: none"> • Establish and maintain positive, collaborative working relationships that foster a strong team culture within South West NRM. • Work collaboratively with other employees to achieve optimum business and project outcomes. • Treat people with respect and courtesy and be objective and open to other's views. |
| <p>Stakeholder Management</p> | <ul style="list-style-type: none"> • Maintain relationships with relevant organisations and individuals such as staff, landholders, community groups, government, Indigenous corporations, researchers and volunteers to facilitate sharing of information for meeting communications objectives. |
| <p>Other</p> | |
| <p>Continuous Quality Improvement</p> | <ul style="list-style-type: none"> • Applies high level of attention to detail to ensure quality and accuracy. Demonstrates a commitment to excellence by delivering high-quality services aligned with best practice. • Identifies, suggests organisation improvement strategies. • Uses feedback to modify the approach or method to fit the situation best. • Is cost-conscious in the use of SWNRM resources. • Follows SWNRM policies, procedures, and code of conduct, particularly Communications Policy and Procedure. |
| <p>Workplace Health and Safety</p> | <ul style="list-style-type: none"> • Undertake all activities per WHS best practices, policies and procedures. • Adhere to Safe Work Methods, including wearing PPE as required or directed. • Complete all documentation and reporting as required. • Participate in WHS continuous improvement. |

| Qualifications, Registrations or Skills Required | |
|---|---|
| Essential Capabilities, Skills and Experience | <ul style="list-style-type: none"> • Tertiary qualification in a journalism, public relations or communications, or equivalent experience in related field. • Highly developed writing skills with high attention to detail for the production of media releases, blog articles, reports and newsletter articles, with ability to convert technical data and information into an engaging but accurate story. • Experience with managing social media channels including planning, creating and posting social media content, responding to audience enquiries and comments and reporting on outcomes. • Proven communication and interpersonal skills. • Creative flair with ability to problem solve and think 'out of the box'. • Ability to work autonomously and manage own time and priorities with demonstrated personal drive and integrity by taking pride in own work and deliverables. • Proficiency in use of Microsoft Office software, Meta Business Manager, WordPress, Mailchimp and Canva, or ability to become proficient. • Australian Residency or eligibility to legally work in Australia. • Current 'C' Class driver's license. |
| Desirable Criteria | <ul style="list-style-type: none"> • Developed understanding of, or interest in, environmental issues, conservation and/or sustainable agriculture practices. • Previous experience within the media industry or a media relations role. • Experienced in creation of short form video content for social media. • Experience in managing Digital Advertising campaigns, Google Analytics and reporting on outcomes and performance. |
| Other | <p>The following are assumed and will be checked at interview:</p> <ul style="list-style-type: none"> • Australian Residency or eligibility to legally work in Australia. • Current WA Driver's License. • Satisfactory police check. |
| Work Environment and Physical Demands | |
| <ul style="list-style-type: none"> • The position is based in South West NRM's Bunbury office (1 Verschuer Place, Davenport (Bunbury, WA) with possible opportunity for some work from home arrangements by negotiation. • Driving is an essential duty of this position. • A moderate level of fitness is required for field-based activities. • This position may require travel within SW WA, with occasional overnight stays. | |