

PR and Communications Specialist

Based at: Remote and office
Reports to: CEO
Commitment: 8 hours / week
Type: Contract
Last updated: Sep 2020

About Rainforest Rescue

Rainforest Rescue is a not-for-profit organisation that has been protecting and restoring rainforests since 1999 by providing opportunities for individuals and businesses to Protect Rainforests Forever.

Our Vision: To Protect Rainforests Forever

Our Mission: Rescue vulnerable rainforests by buying threatened properties;
Restore damaged and fragmented habitat through reforestation;
Conserve the biodiversity and cultural heritage of Rainforest; and
Learn from the forest, sharing and raising awareness.

Our Values: Integrity, transparency, respect, collaboration

Purpose of the Position

The purpose of the PR and Communications Specialist is to promote Rainforest Rescue in a manner that attracts donor prospects and increases donations from supporters by generating media coverage and increasing the profile and relevance of RR in our target communities. Communications will be focused on RR progress, educating on rainforest conservation values, interviewing and profiling rainforest guardians/supporters and advocating for protection measures.

The Specialist will also develop and manage brand guidelines to ensure a consistent brand, voice and tone are reflected across all external communications.

Through regular blog posts, press releases and contact with media, you have the opportunity to best represent the organisation. You are a key part of the brand and message of Rainforest Rescue.

This is a contract position and can be performed remotely.

Core responsibilities

1. PR – with a focus on local news in NSW and Qld with a quarterly placement
2. Produce monthly outgoing communications - blog posts, press releases, reports, etc
3. Update and align our external communications with branding guidelines to ensure consistent brand representation across website, blog posts, PowerPoints, and all marketing assets.
4. Develop a brand guidelines and communications library / toolkit for staff use including a tone / voice guide

Key Result Areas and Accountabilities

1. PR support
 - a. Weekly production of external-facing content

- b. Press release creation and dissemination on a regular basis
 - c. Pitching our stories to the media for inclusion and ongoing media relations
 - d. Assist with content marketing strategy development
2. Update and improve our external communications
 - a. Update, edit and align website messaging
 - b. Write and review blog posts
 - c. Review all marketing assets for alignment and improvement as appropriate
3. Develop a communications library / toolkit for staff use
 - a. An online repository of current communications tools and examples to improve staff ability to engage supporters and share our stories
4. Provide a tone / voice guide for dissemination alongside our branding guidelines
 - a. Update our style guide and help staff improve their expression accordingly

Standard requirements

Must have significant experience in marcomms or similar with a working toolset that includes media contacts and distribution lists. An appreciation for environmental causes is important.

SELECTION CRITERIA

Essential

- Proven track record as a public relations / marcomms professional and a minimum of 5 years' experience
- Proficiency with MS Office, social media, WordPress and Google analytics
- Excellent communications skills – written and verbal
- Ability to effectively place stories and increase organisational profile
- Excellent interpersonal skills

Desirable

- Previous experience working in environmental organisation or similar not for profit
- Experience with marketing campaigns on social media
- Commitment to rainforest conservation and the environment in general

To Apply

Please email covering letter and current resume to admin@rainforestrescue.org.au to apply for this position.

No phone calls, please.