

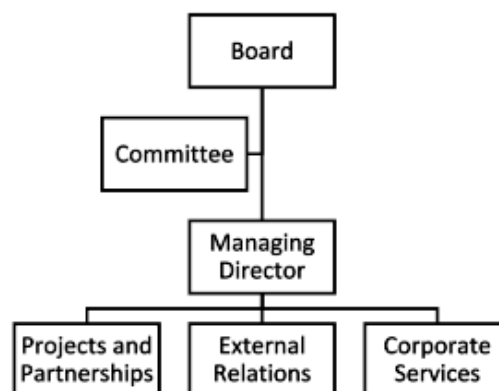
Position Description

Position	Senior Manager, Content and Editorial		
Employment Type	Full time (flexible working arrangements available) 3-year contract		
Reports to	Associate Director, Brand and Strategy		
Salary	To be negotiated with the successful candidate commensurate with skills and experience		
Section	External Relations	Team	Marketing and Communications
Total Reports	0	Created	October 2020

ABOUT THE GREAT BARRIER REEF FOUNDATION (GBRF)

The Great Barrier Reef is a unique icon and an irreplaceable ecosystem. It's the largest living thing on earth and home to thousands of species of marine life, including six of the world's seven species of marine turtle.

For over 20 years the Great Barrier Reef Foundation has been the lead charity for the Reef, driving the immediate change needed for the Reef to survive for future generations. Right now, we have over 60 Reef-saving projects with over 65 project delivery partners. We are the action station for the Reef, bringing together people and science to deliver the world's largest coral reefs program.



PRIMARY POSITION PURPOSE

As the lead editorial role for the Foundation and an internal advocate for the Foundation's brand, this critical position will help tell the Foundation's story of impact and hope for the Reef in an engaging way that builds awareness, trust and favourability among an expanded audience.

KEY ACCOUNTABILITIES

1. Develop, curate and write proactive, meaningful content for the Foundation that is audience-centric, insights-driven, and objective-focused.
2. Develop, maintain and manage a content calendar that captures and communicates the Foundation's projects, impact and vision in a seamless manner that can be integrated across channel.
3. Lead regular content planning sessions with key stakeholders across the organisation and be a primary advocate for the brand narrative, tone and voice to ensure buy-in, consistency and alignment to strategy.
4. Research, plan, schedule and write copy for the Foundation's owned channels, including primary email campaigns, blogs and website, to ensure the constant implementation of a proactive and detailed content calendar.
5. Support the communication needs of the Foundation's corporate and partner communications by working closely with internal stakeholders, in terms of producing collateral and forward planning.
6. Contribute to the creation, optimisation and distribution of external content and campaigns as required.
7. Develop strategies as needed to help improve the outputs and productivity of the team.
8. Work with the leadership of the team to engender a positive workplace culture in which performance excellence, professionalism, respect, and continuous improvement are paramount.

KEY SELECTION CRITERIA

Essential:

1. Minimum three years' experience in a similar role, with relevant tertiary qualifications such as Journalism, Communications or Marketing (or equivalent experience)
2. Extensive demonstrated experience and ability to write persuasive and accessible content while developing a broader marketing strategy within which that content can be optimised and integrated.
3. Demonstrated ability to identify and implement effective, innovative, and high-value communications with well-considered supporting tactics, particularly across digital
4. Demonstrated ability to take complex ideas and subject matter and synthesise into something meaningful and accessible.
5. Ability to think long term, scope out future requirements and develop forward plans.
6. Demonstrated experience planning and managing resources and timeframes to ensure successful communication outcomes.
7. Strong interpersonal and negotiation skills, with demonstrated experience in developing and maintaining positive working relationships with complex stakeholders.
8. Demonstrated ability to build a positive workplace culture that is centred on performance excellence, professionalism, respect, and continuous improvement.

Desirable:

1. Experience in fundraising, cause marketing or environmental communications.

VALUES and ATTITUDES

1. A demonstrated commitment to the GBRF values and a passion for the cause.
2. Understanding of and ability to represent the Foundation's brand and image.
3. A sense of purpose and mission that underpins the work being undertaken.
4. A can-do attitude and high level of self-motivation
5. Team leader/player.
6. Innovative and collaborative.
7. Methodical and organised



Aboriginal and Torres Strait Islander people are encouraged to apply.