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| **Communications & Engagement Coordinator** |
| Location: | Chatswood, Sydney  |
| **About *Landcarer*®** | Landcarer is an online community platform created to support collaboration and connection between individuals and organisations involved in Landcare activities. Landcarer aims to create a dynamic and engaged online community for Landcare, through innovation, support, learning and collaboration.Registered users of Landcarer can connect with each other, promote and monitor on-ground work, access knowledge and data on subjects relating to land, water, and environmental issues. They can also set up and manage their group online, including their contacts and membership renewal, and can set up and join communities of practice. |
| **Purpose of Position** | To support the growth strategy for Landcarer, an online community platform for the Landcare community. Currently funded by Landcare Australia and the Department of Agriculture, Water and Environment, Landcarer is in a new phase of growth and requires a self-starter who believes in innovation, collaboration and has the ability to grow the platform and nurture the user community. This role will help support activities to develop and strengthen relationships with stakeholders within the Landcare community, and work in collaboration with them to create an engaged and active user community.The Communications & Engagement Coordinator is responsible for garnering feedback from all stakeholders to ensure they remain engaged in the platform’s development, while also providing administrative support via the platform. The role will use analytics generated by Landcarer and associated promotional activities, as well as feedback from key stakeholders, to understand the needs of the user community and drive the evolution of the platform. |
| **Reports To** | Digital Marketing Manager  |
| **Key Internal Contacts** | Marketing and Communications team, Corporate Partnerships Team, Landcare Services Team and the Corporate Services team. |
| **Key External Contacts** | Landcare groups, volunteers, facilitators and coordinators, all individuals and community organisations involved in Landcare activities, Intrepid Landcare, educators, research agencies and natural resource management agencies. |
| **Responsibilities** | **Strategy & Growth*** Support the development and implementation of a strategic growth plan for increased user sign up, activity, and community engagement
* Manage content curation with stakeholder groups
* Develop a partnership and collaboration plan with stakeholders
* Define reporting parameters in collaboration with stakeholders
* Map out requirements from stakeholders
* Support the development and implementation plan for promotion and engagement with stakeholders
* Identify market opportunities and resources for stakeholders through third-party providers and knowledge experts
* Manage Landcarer media enquiries
* Create and maintain editorial guidelines
* Create and manage library of support resources
* Moderate and report on Landcarer platform activity, including groups and communities.
* Support the development of a risk mitigation strategy
* Provide support to user community
* Other communications and event support as required to support the marketing and communications team.

**Administration & Reporting*** Develop reporting schedule to identify subscriber growth, usage, engagement of Landcarer community, trend analysis
* Report as per sponsor and stakeholder requirements
* Respond to stakeholder queries, issues, and requests
* Establish appropriate code of conduct and moderate key stakeholder and partner content
* Develop a feedback mechanism strategy for improving user experience.
* Support the team create proposals and applications for Landcarer modules ideas.
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| **Skills & Experience** | Requires a proactive strategist and communications professional with at least two years’ experience and the ability to work in a small team environment. Tertiary qualifications in management, public relations, media, marketing, digital marketing, or communications. An outgoing self-starter who embraces autonomy, shows initiative and embraces challenges – learning from mistakes, constantly improving yourself and current processes.**Essential Selection Criteria*** Experience working with a team to develop integrated strategies
* Competency in communications tools, especially social media content, digital marketing, and website writing.
* Skilled in the use of WordPress, and email automation software, such as Active Campaign
* Excellent written and verbal communication skills including proven ability to create and write clear, engaging and inspiring copy for a range of channels.
* Ability to proactively manage community engagement activities
* Campaign management skills
* Project management experience
* Build and maintain relationships with key stakeholders.

**Highly Desirable*** Experience in a digital startup
* Experience in website projects, including user journey mapping and user nurturing
* Experience in/volunteering with Landcare group/organisation
* Sound knowledge of and interest in current environmental issues
* Understanding of sustainability and biodiversity
* Experience in the not-for-profit sector
* Experience working with stakeholders.
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|  | **Other Requirements*** Current drivers licence
* Availability for travel, both intra and inter state
* All LA employees are required to perform their duties in line with LA’s Values, policies and procedures, professional standards and legislative requirements.
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