

BirdLife Australia  
Digital Content Coordinator  
January 2021

## The Organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders - donors and philanthropists, individual and corporate supporters, and like-minded conservation organisations.

BirdLife Australia is a diverse organisation with more than 200,000 supporters, donors, volunteers, campaigners and members, over 60 staff across Australia, and a network of more than 40 voluntary community groups.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique bird life.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

BirdLife Australia is governed by an elected Board of Directors which meets regularly, and day-to-day operations are managed by the Chief Executive Officer and Leadership Team.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

We acknowledge the important role Traditional Owners throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

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## The Role

We're ready to go 'digital first' and preparing to significantly transform BirdLife's digital engagement capability. This is a new role developed in response to our plan to lead with 'digital first' communications and engagement.

You will have a critical role in both development of BirdLife's new web presence and driving forward current digital communications and engagement activity.

Your communication and channel team responsibility for content and story management across our key national digital channels will see you working closely with Engagement, Fundraising, Campaigns and Conservation teams.

The Digital Engagement Program is an 18-month mission to transform BirdLife's digital engagement ecosystem, with significant investment in new CRM capability and web presence, people training and business process improvement.

You will have that unique mix of creativity, communications and technology. You love developing digital capacity for an organisation, you are highly organised and enjoy systematising content.

## Position Title

Digital Content Co-ordinator

## Position Objective

Develop, manage and maintain BirdLife's online presence and digital content across a range of digital channels, ensuring content aligns with brand strategy, and promoting engagement and an affinity with Birdlife that increases donations, volunteer commitments and campaigning action.

During the first 12 months around 50% of your time will be dedicated to the Digital Engagement Program working with the Digital Engagement project manager and team, co-ordinating the project content stream working with key stakeholders to achieve web presence project outcomes.

## Status

This is a part time (0.8 FTE) ongoing position offered on a 3-year contract. A continuation to the contract after three years would be offered subject to acceptable performance and available funding.

## Staff Reporting

None

## Remuneration / Job Level

Level 3, Grade based on experience and expertise and four weeks annual leave pro rata.

## Location

The position will be based at BirdLife Australia National Office in Carlton, Melbourne.

## Reporting

This position reports to the Communications and Channels Manager

## Key Relationships

**Internal:** CEO, Team Managers, Communications, Engagement, Development team members, Campaigns, Conservation Managers and staff, Volunteers, Network groups and other staff as required.

**External:** Vendors, consultants, suppliers, service providers and consultants

## Travel Requirements

Some travel within Australia may be required.

## Duties

### Web Presence Development Project

- Co-convene web presence related working groups (e.g. content working group).
- Work closely with digital and content agencies and stakeholders (internal and external) to develop new information architecture, UX strategy/principles, and digital content strategy/governance, and design and development of new web presence.
- With agency, develop and steward BirdLife's digital style and language guides and principles in line with overall brand style.
- Work with internal content working group to review, rewrite, retire and migrate content from the old main websites to new web presence.
- Implement and monitor SEO strategy recommendations for content, including optimising metadata and implementing redirects.
- Participate in digital engagement team meeting and daily stand-up.

### Communications and Channels team responsibilities

- Schedule and update engaging, informative and focused content across selected digital platforms including birdlife.org.au and BirdLife storytelling blog.
- Work with team to implement social media conversion campaigns to bring 30% of social media followers into database by 2022.
- Work with internal content authors to enhance style, language and stories that will attract and engage new audiences and convey BirdLife key messages, drawing new supporters into appropriate lifetime journeys.
- Advise and assist staff who are managing content through sub -channels e.g Birddata channel; regional/local channels; Australian BirdLife magazine.
- Edit content to improve accessibility (WCAG 2 standard).
- Build out SEO-rich content and results-driven pages for websites.
- Monitor for community growth, content performance, and engagement using a range of analytics tools e.g. Google Analytics and provide reports and briefings to key staff.
- Video and photo editing for digital channels in adherence with BirdLife's style guide.

## Selection Criteria

### Essential

- Qualification in content/info design, digital media, digital communications or similar.
- Three – five years working in a 'digital first' content environment working with digital content across channels.
- Strong stakeholder management including ability to liaise and negotiate effectively with a range of stakeholders.
- Effective time and project management skills.
- Experience with stewarding brand visual design and language e.g. website, social media
- Strong eye for structuring and laying out content in a digital ecosystem.
- Technology savvy/literate including experience with a variety of content management tools such as CMS, blogs social media, websites, editorial calendars, email marketing and SharePoint.
- Solid working knowledge of SEO and keyword research.
- Solid working knowledge of Google Analytics and Google Tag Manager (setup, configure, and analyse).
- Basic HTML and CSS knowledge.

### Desirable

- Experience of integrated online and offline communications planning.
- PPC/Search, Social and Display Campaigns and A/B Testing.
- Understanding of the role of digital in mobilising supporters e.g. campaigning and advocacy, donating, volunteering.

- An affinity with the aims and philosophy of a supporter based not-for-profit organisation.
- Some knowledge or interest in environmental, ecological or avian issues.

### Workstyle, Attributes and Attitudes

- Motivated by collaboration and collective success
- Flexible and adaptable
- The ability to inspire and motivate others
- Openness to change, receptiveness to new ideas
- A team builder and team player
- Works positively, effectively and sensitively with a wide range of people
- Takes responsibility and exercises initiative
- Reliable and responsive
- Adaptable working styles

### Living our Values

<i><b>Passion</b></i>	<i><b>Excellence</b></i>	<i><b>Leadership</b></i>	<i><b>Collaboration</b></i>	<i><b>Integrity</b></i>	<i><b>Impact</b></i>
We bring people together around a love of nature	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally and act locally

### OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings
- Possible driving for extended periods and interstate travel
- Long periods of sedentary desk and computer duties and telephone use
- Possible lifting and moving of heavy equipment and objects
- Overnight and weekend work in the field and at conferences