

Position Description

Story Strategy Lead

REPORTING TO	Engagement Director
WORK LOCATION:	Melbourne
GRADE:	6
SALARY (FTE):	\$96,542 salary pro-rata, plus 10% superannuation
STATUS:	12-month maternity cover, full-time (negotiable)
HOURS:	37.5 hours per week (negotiable)

WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate against pollution and destruction, and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

THE ROLE

The Story Strategy Lead shapes ACF's "change the story" priority work. They research and analyse ACF's target audiences, develop messaging guides and advise ACF staff on messaging, message framing and story structures.

They also co-ordinate the development of story (or narrative) strategies that support and drive campaign, mobilisation and fundraising objectives.

The Story Strategy Lead is also responsible for developing longer term strategies, in consultation with the Engagement Director, that seek to change public discourse from narratives that assume achieving a healthy natural environment and peoples' well-being and are in conflict, to narratives that enable people – including key decision-makers – to value nature and to act to create a world where it thrives.

KEY COLLABORATIONS

The Story Strategy Lead reports to the Director of Engagement and collaborates with other members of the Engagement Directorate, the CEO, campaign teams, organisers and mobilisers, as well as fundraising staff.

RESPONSIBILITIES

STRATEGY DEVELOPMENT

- Lead the creation and development of engagement and communication strategies for campaigns to change the story, build people power and fix the system.
- Co-ordinate message boards for priority campaigns and regularly update them in collaboration with campaign and media teams.
- Contribute to creative planning processes with others.
- Co-ordinate strategic planning and research for campaigns / engagement, including audience research, with others.

RESEARCH + ANALYSIS

- Analyse and consistently apply helpful values, frames and messages to reach, inform and activate target audiences to win campaign outcomes and hold them.
- Commission and analyse research to understand target audiences.
- Collate and share audience, narrative and messaging research internally and externally.
- Measure, test and analyse narrative impact through qualitative and quantitative research such as discourse analysis, polling, dial testing, prototyping and message testing.

INTERNAL + EXTERNAL RELATIONSHIPS

- Represent ACF in public and movement forums, and collaborate on narrative strategies, tactics and research.
- Collaborate across the engagement team and lead and/or actively participate in campaign management and project teams across directorates, as required.
- Train, advise and enable others in effective narrative practice – including staff, allies, and volunteers.

FINANCE & REPORTING

- Manage projects budgets and expenditure.
- Provide transparent and effective reporting of strategy, plans and progress
- Develop story tracking frameworks and methods.
- Recommend effective methodologies for measuring the impact of ACF's change the story. Document and socialise the evidence base for ACF's narrative practice.
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety
- Other duties as requested by their manager.

KEY SELECTION CRITERIA

1. Proven ability to provide high level strategic media and communications advice to management, CEO's and board members.
2. Extensive experience creating, implementing and evaluating effective traditional and social media campaigns, with an ability to tailor media relations and activities, as well as social media content and strategy to suit the intended goals and audiences.
3. Highly developed research, writing and story-telling skills.
4. Exceptional interpersonal skills with a demonstrated ability to build and maintain strategic relationships, positively engage and influence internal and external stakeholders.
5. A high level of initiative, creativity, and originality.
6. Experience managing staff and working effectively in a team environment.
7. Flexibility to work some irregular hours when the unique demands of media and/or campaigns require it. Regional and interstate travel may be required.
8. Integrity & values alignment: Demonstrated ability to lead in setting and demonstrating behaviours consistent with an organisation's workplace culture and values. Ability to work effectively with autonomy and accountability; self-motivated and can demonstrate initiative.



How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> • Provide genuine, meaningful, two-way, communication to staff • Provide opportunity for staff to communicate between teams and between levels 	<ul style="list-style-type: none"> • Offer flexible work arrangements • Monitor, measure and seek to improve staff happiness • Reward good performance 	<ul style="list-style-type: none"> • Take people's ideas, worries and needs seriously 	<ul style="list-style-type: none"> • Encourage a social and welcoming atmosphere • Organise team gatherings to celebrate our successes and losses 	<ul style="list-style-type: none"> • Communicate organisational goals and provide direction • Emphasise shared goals, not individual goals. 	<ul style="list-style-type: none"> • Set goals and make sure we stick to them • Clearly defined reporting lines, and team functions
My role	<ul style="list-style-type: none"> • Ask questions • Understand you teams' priorities and help to achieve them • Seek feedback • Give feedback 	<ul style="list-style-type: none"> • Give credit where credit is due • Ask "are you okay?" and act on the answer • Remind yourself that we're all human with pressures outside work 	<ul style="list-style-type: none"> • Treat others as you would like to be treated • Listen • Let others speak • Reflect. Is my behaviour making the situation worse? 	<ul style="list-style-type: none"> • Take time out • Remember what's important • Don't be afraid to ask for help • Be silly occasionally 	<ul style="list-style-type: none"> • Help your colleagues (remember, you're in the same team) • Realise that people work differently and that you can learn something from everyone 	<ul style="list-style-type: none"> • Ask the question: "why are we doing this?" • Do what's best for the team • Work where you can do the most good