



Emerald Link Conservation Economy Proposal
Digital Communications Regional Advocate

About the Emerald Link and the role:

The Emerald Link is a conservation economy proposal centred around the forests of East Gippsland. It proposes to protect the last intact native vegetation from the alps to the coast anywhere on mainland Australia. It looks to build social and economic opportunities in East Gippsland through forest protection and nature-based tourism, to build resilience in local communities, and keep people living and working in the region. More information on the proposal is here <https://www.emeraldlink.com.au/>

Four regionally-based part time advocates have been working across the East Gippsland region, leading local business and community advocacy for the Emerald Link proposal in the area. There are four icon areas within the Emerald Link proposal. These are Errinundra (Bonang/ Bendoc/ Tubbut / Goongerah), Kuark (Cabbage Tree, Bemm River, Cann River, Orbost), Nunniong (Buchan, W-Tree, Gelantipy), Coopracambra Coast (Mallacoota).

The Emerald Link seeks applications for a regionally-based, part-time Digital Communications Regional Advocate to support promotion of the Emerald Link concept and work with the Regional Advocates.

Overview / scope of role:

The Emerald Link Digital Communicator will work collaboratively with the Emerald Link Regional Advocates to lead local business and community advocacy for the Emerald Link proposal in the area.

The Emerald Link Digital Communicator will be responsible for promotion of the Emerald Link through social media and traditional media channels.

The role involves a \$10,000 contract to deliver on a work plan, in your own time, over the course of 12 months starting Sep/Oct 2021 negotiable. Additional budget is available to cover transport and meeting costs. The role reports to the Emerald Link project management team, through a partnership with the Goongerah Environment Centre Office and The Wilderness Society.

Purpose of role:

In line with the brand and communications plans, advocate for the Emerald Link, through social media channels and local media, by appropriately raising conversations* with:

1. the community,
2. the business sector,
3. tourism bodies,
4. Traditional Owners, and
5. other networks.

Work Plan deliverables over the 6 month tenure:

1. Work with the Advocates to promote the Emerald Link.
2. Appropriately promote preliminary conservation recreation proposals (i.e. equivalent of Sea to Summit) for each of the icons.
3. Assist with promotions of Emerald Link draft recreation infrastructure proposals in communities within the icon areas, with local community input.
4. Work with the Regional Advocates to profile Emerald Link champions (including the advocates themselves) within each icon area..
5. Work with the Regional Advocates to secure formal correspondence supporting the Emerald Link from community, business sector, tourism bodies and other networks within each icon area.
6. Work closely with the project management team to stay updated on and engaged with continuing dialogue with Traditional Owner groups and, where appropriate, assist in facilitating opportunities for Traditional Owners to engage with nature based tourism proposals within the Emerald Link in accordance with their aspirations for management of traditional land and waters.

*Inviting conversations about the Emerald Link means:

1. to share the vision and the information about the conservation values, as well as the opportunity these all provide for nature-based tourism and local business operations, and
2. gather feedback for ongoing dialogue about creating the Emerald Link by protecting the icons (in particular) and establishing nature-based tourism infrastructure to support the Emerald Link and to bring people to the region.

Digital Communications Regional Advocate - Key Selection Criteria:

Essential

- Qualifications or demonstrated experience in a digital communications role
- Well networked and connected in East Gippsland, with an understanding of the barriers and opportunities in the area
- Ability to work unsupervised, be self-motivated and accountable to multiple stakeholders
- Competent use of commonly used computer software (MS office, internet, email, photos and cloud storage platforms such as Google Drive)
- Demonstrated experience in effective use of social and traditional media channels (particularly Facebook, Instagram, Twitter, print and radio)
- Experience in developing communication materials for a variety of audiences, including community, business and government

Desirable

- Understanding of working with local Traditional Owners
- Experience with and commitment to consensus decision-making
- Report-writing skills
- Experience in working in community organisations, and an understanding of community development principles
- Driver's licence and own car

Applications with resume and letter addressing the key selection criteria should be emailed to tomcrookprojects@gmail.com by 5pm on Friday September 24th

Contact Tom Crook, Emerald Link project facilitator, on 0417 557 114 for further information