

## Communications Officer - Position Description

<b>Employer:</b>	Climate for Change
<b>Responsible to:</b>	Fundraising and Communications Program Manager
<b>Location:</b>	Work from home and/or from Brunswick office
<b>Work Type:</b>	0.6 FTE
<b>Hours:</b>	9am -5pm, flexible work arrangements possible
<b>Salary:</b>	\$60,150 - \$62,434 pro rata p.a, plus 10% super
<b>Start date:</b>	February, 2022
<b>Contract:</b>	1 year, with opportunity to extend

This is an exciting opportunity for an emerging communications superstar with the passion, commitment and drive to make a big difference to the way Australia responds to climate change.

We strongly encourage applications from Aboriginal and/or Torres Strait Islander peoples, people of colour, women, people with a disability and members of the LGBTIAQ+ community.

### About Climate for Change

Climate for Change (C4C) is a volunteer-powered, not-for-profit organisation on a mission to create the social mandate in Australia for effective action on climate change.

Our flagship program, Climate Conversations, uses the party plan model made famous by Tupperware® to facilitate discussions about climate change in people's homes, among friends. This model of engagement is unique within the climate movement and has proven extraordinarily effective in engaging new audiences at both depth and scale.

Our goal is to encourage peer-to-peer conversations about climate change to inspire effective action. We've grown rapidly since our humble beginnings six years ago, engaging 10,000 people in Climate Conversations and reaching thousands more through our campaigns and other programs. We have ever more strategic and impactful plans for the future - and we'd love you to be a part of them.

Further information is available at our website: [www.climateforchange.org.au](http://www.climateforchange.org.au).

### About the Role

As part of the Fundraising and Communications team, the Communications Officer will help deliver organisation-wide communications with the support of the Fundraising and Communications Manager.

This exciting role will be crucial in empowering people to take action on climate change in Australia by helping grow Climate for Change's fundraising income and impact through our programs.

The Communications Officer will develop and produce exciting and meaningful content to engage Climate for Change supporters and donors across all channels. They will maintain the website, write and send EDMs, coordinate social media and lead on the development of print materials. They will also be instrumental to the success of our annual crowdfunding campaign.

Enthusiasm and willingness to learn will be vital to success in this role, and someone who's excited to help contribute to a thriving, inclusive and supportive team and workplace!

## Key Responsibilities

**Website** - build pages, develop content and keep it fresh, engaging and up-to-date

**EDMs** - draft, build and send emails to engage and inspire our community of supporters and donors, helping to grow our income and impact

**Social media** - support a volunteer team to push our unique and relevant voice on Facebook, Instagram and LinkedIn, coordinate social media advertising campaigns, grow engagement and supporter numbers and track and respond to key metrics

**Design** - from socials squares to website banners, use design software to leverage our brand and inspire people to take action on climate change

**Database** - contribute to maintaining high quality data, implementing changes and improvements and upholding supporter and donor confidentiality

**Fundraising** - support the delivery of our annual Peer-to-Peer fundraising campaign from planning through to delivery including hybrid on/offline events

**Communications Projects** - leading on the development of our Annual Report, contributing to our Communications and Style guide and supporting website and digital system upgrades.

## Key Selection Criteria

### Essential

- Passion and commitment to solving the climate crisis

- Excellent written and verbal communication skills (with a demonstrated ability to deliver and write engaging content for different audience across multiple channels)
- Design and creativity skills (with a demonstrated ability to create basic graphics and images using design software such as Canva and/or Adobe Suite)
- Teamplayer, enthusiastic and willing to learn new skills
- Ability to take initiative, work independently and with exceptional time management skills.

### **Desirable**

- Qualification in marketing, advertising, design and/or communications
- Experience in NationBuilder or another CMS
- Expertise in social media platforms including Facebook advertising and lead generation
- Experience working with volunteers.

We're not expecting you to meet all of the Key Selection Criteria - if you think you'd be amazing in this role, we want to hear from you! Please note, we value volunteer experience highly.

You will be mentored in this role by the Fundraising and Communications Manager and you will have the opportunity to grow your skills, including through professional development.

\*BYOD = Bring Your Own Devices: Climate for Change encourages staff and volunteers to bring their own devices (mobile phone / computer) to work and use personal internet/phone plans. However, this should not present an additional cost to you. In that case, C4C will provide the necessary equipment for work.

### **To Apply**

Applications are due **9am Monday 31st January 2022**. Applications will be assessed on a rolling basis, so please apply as soon as possible. To apply, please send the following to Heather Bruer (she/her), Fundraising and Communications Manager, Climate for Change at [apply@climateforchange.org.au](mailto:apply@climateforchange.org.au) with the subject line "Communications Officer":

- Your CV
- A 1-2 page cover letter addressing the selection criteria
- An example of your work - could be an email campaign, website, digital ad, or piece of design you've done previously, OR a hypothetical Facebook post or email you'd send out on behalf of Climate for Change. Surprise us!

Please direct any enquiries to Heather at [heather@climateforchange.org.au](mailto:heather@climateforchange.org.au).