

## **Senior Communications Officer**

This is an exciting opportunity for a skilled communicator with 4 to 5 years plus experience in a communications and content development role to help support the growth of a dynamic national environmental organisation tackling one of the greatest threats to biodiversity – invasive species.

**Position:** Senior Communications Officer

**Reports to:** Communications Manager

**Basis:** Full time Location: Remote home or shared office. Applicants close to Canberra/Sydney/Melbourne/Brisbane/Katoomba are encouraged to apply

**Duration:** Three-year contract, extension possible Salary range: \$85,000-\$92,000 plus super, depending on skills and experience

### **Job description**

ISC is looking for a Senior Communications Officer to join the Marketing Team. As the lead producer and copywriter your purpose is to generate copy (long and short form), audio-visual and other communication modes to inspire our supporters and the public to take action to protect further extinctions from invasive species and to build awareness of the impact of invasive species in the media. You will drive a consistent drumbeat of storytelling through creative content for the website, direct mail, email, social media and other publications to engage our supporters in the issue, our brand and campaigns and opportunities to donate. You will take our content production to new levels as we build a movement of Australians to defend against invasive species through innovative and audience-centric content within integrated supporter and donor journeys. You will have a track record of writing and creating content that has an impact and in doing so, contributes to campaign and fundraising success. You will be an awesome collaborator, with an ability to breathe life into another's project through a clear creative vision and efficient production that fits a strategic brief.

As this is a dynamic role with multiple projects on the go at the same time, you'll also have terrific project management skills and be confident in managing your own workflow. You will need several years' experience working in a similar role, in a campaigning organisation is a huge plus. You will report to the Communications Manager and work with the Senior Fundraising Officer, Marketing Officer and Designer (p/t).

This is an exciting opportunity for a talented and passionate environmentalist to join Australia's leading advocacy organisation tackling invasive species at a very exciting time. The Invasive Species Council is about to embark on a ten-year journey of growth as we make the 2020s the decade of biosecurity.

### **Responsibilities**

- Work within the marketing team to execute its strategy and meet its goals
- Write media releases and support the Communications Manager and Director of Marketing to deliver the media strategy
- Produce high quality written, digital, video, audio and print content deliverables for both digital and print publications, social and traditional media across all programs (campaigns, fundraising, branding).

- Build the capacity of the organisation to develop effective content, impactful copywriting and video shooting and editing by mentoring key members of staff.
- Work with the marketing and campaign teams to design and write supporter journeys that educate, deepen engagement and inspire people into action.
- Work with the marketing and campaign teams to generate new ways to incorporate them into campaigns and fundraising including messaging for campaigns, branding for a diverse range of audiences and fundraising materials.
- Support the Communications Manager to prepare insightful analysis, recommendations for action and report on the performance of content.
- Proactively contribute to the culture at ISC: a positive, fun, and value-driven culture within the team and ISC.
- Assist in developing processes and procedures for the marketing team.
- Other duties as determined by the Communications Manager, Marketing and Development Director and Campaigns Director from time to time.
- Supervising other staff and/or volunteers as required

## **Selection Criteria**

### **Essential**

- Has at least four years professional experience working in a production role, preferable in an eNGO
- Sounds skills in long and short form copywriting for building awareness, fundraising and advocacy and writing story-driven content about complex environmental issues and/or political engagement in an engaging way.
- Demonstrated expertise in producing a range of creative content, end-to-end, in a timely manner.
- Expert experience in developing engaging media releases with a track record of media hits
- Practical knowledge of when to use creative and written content for optimising engagement and conversion, building the brand, supporter, donor and income growth as well as fundraising income growth.
- Demonstrated understanding of how to connect individual marketing products to higher level strategies and goals, with an aptitude to explain our marketing initiatives through a strategic frame, not just operational or implementation.
- Demonstrated experience of driving the end-to-end creation of quality video content that speaks to diverse audiences across a range of platforms, including field producing, filming, and editing.
- Can interpret, execute and deliver a brief under pressure, quickly sourcing and/or shooting suitable footage, photos as required and developing key messaging/case for support.
- Knowledge in the strategic uses and administration of popular social media channels (e.g., Facebook, Twitter, Instagram) and their role in the supporter/donor journey to help increase issue awareness and advocacy goals.

- A creative, innovative and collaborative worker who can handle attention to detail across competing projects and deadlines on any given day whilst working to a brief.
- Ability to thrive in a fast paced, time pressured environment, working to deadlines in diverse, dispersed teams and manage production schedules to develop and deliver shared projects.
- Knowledge of standard technology systems including Google Suite and Slack and a whiz in key creative systems including Adobe Suite software including Premier, After Effects, Illustrator and Photoshop creative production tools including Adobe suite and Canva.
- Is a team player who is always endeavouring to be a positive force within an inclusive workplace environment and takes the initiative going above and beyond to get the job done.
- Bachelor's degree in strategic communications or marketing or equivalent.

### **Desirable**

- Detailed understanding of environment, agricultural and/or biosecurity issues and experience working for an advocacy organisation.
- Passionate about growing and strengthening a movement of people to protect biodiversity by tackling invasive species.

**Location:** Remote home office. Applicants close to Canberra/Sydney/Melbourne/ Brisbane/Katoomba are encouraged to apply. The Invasive Species Council supports decentralised working arrangements.

### **Applications**

To be considered for the role all applications must address EACH of the key selection criteria in a cover letter and provide:

- Current CV/Resume outlining your experience
- A link to a relevant portfolio of your work

Please send your application to [recruitment@invasives.org.au](mailto:recruitment@invasives.org.au).

Applications that do not provide this information will not be considered.

Applications close: This vacancy is currently ongoing. Should the right applicant apply for this role, a decision will be made ASAP.

More info? Contact the Marketing and Development Director, Amber Sprunt on 0437 388 895 for any further information.