



Position Description: Campaign Communications Specialist

The Australian Marine Conservation Society (AMCS) has been the voice for and defender of Australia's oceans and marine life for over 55 years. With more than 300,000 supporters around the country, we are one of Australia's most influential environmental charities. As a proudly independent conservation organisation, AMCS achieves change by building and mobilising widespread support from the community for solutions to the big problems facing Australia's oceans.

Illegal, unreported and unregulated (IUU) fishing is one of the greatest threats to marine ecosystems, undermining fisheries management and conservation efforts around the globe. It accounts for 1 in 5 fish caught every year. With 65% of seafood sold in Australia imported, AMCS is part of an alliance of organisations across all sectors seeking the implementation of a strengthened seafood import control system and improved sustainability standards.

We're seeking an experienced communications specialist to design and deliver communications for an exciting new campaign to improve sustainability standards and strengthen import control rules to prevent IUU seafood from entering the Australian market and to grow the impact of AMCS' sustainable seafood work.

Position Title: Campaign Communications Specialist

Location: Brisbane, Melbourne, Sydney or Perth preferred but the location for this role is negotiable.

Salary: \$80,000 - 87,200 per annum plus Superannuation contributions of 11%.

Hours: Full-time (38 hours per week).

Contract period: Ideally starting September 2022 for an initial 12-month contract, with a view to extending to three years depending on funding.

Purpose of the Position:

The Campaign Communications Specialist will work to design and execute communications strategies and plans as part of the campaign to secure stronger seafood import control rules and ensure the integration and promotion of AMCS' existing GoodFish sustainability initiative and sustainable seafood campaigns. This includes a new campaign to prevent seafood from illegal, unreported and unregulated (IUU) fishing from entering the Australian market, and ensure consistent national seafood labelling standards are applied to imported seafood, and will require close working with the AMCS Communications and Fisheries teams and with partner organisations including communications agencies as part of a broader campaign alliance.

Reporting and Accountability:

The Campaign Communications Specialist reports to the Communications Director and works closely with members of the Communications team and the Fisheries team. For more information on our teams see [our People page](#).

Primary Responsibilities:

Strategy, planning and reporting

- Develop and deliver integrated communications to meet the objectives of the seafood import campaign, GoodFish and AMCS's other sustainable seafood initiatives.
- Develop and implement annual communications plans to maximise the impact of the campaign.
- Monitor, evaluate and report on the effectiveness of the communications campaign.

Communications strategy execution

- Coordinate campaign communications activities, including liaising with service providers such as designers and digital agencies.
- Produce powerful and effective content for the AMCS and GoodFish websites, social media, EDMs and campaign materials.
- Grow and deepen the base of AMCS supporters engaging with the campaign and the organisation's sustainable seafood work.
- Identify media opportunities to promote the campaigns and provide media support to campaigners.
- Develop clear core messaging for the campaigns and ensure the adoption of the messaging across campaign partners.

Collaboration and coordination

- Build strong relationships, partnerships and networks to grow the impact and influence of the campaign and AMCS' sustainable seafood work.
- Work closely and collaboratively with project partners and collaborate with the AMCS Communications and Fisheries teams and campaigners to identify opportunities and generate effective public communications.
- Work with key staff to ensure all campaign communications reflect the organisation's tone of voice and style, reflect our values and meet legal requirements.

Other responsibilities

- Provide input into grant applications and grant reporting, in liaison with the Fair Catch Campaign Manager and Communications Director.

Essential Selection Criteria

- Excellent communications skills with experience in developing and implementing campaign communications strategies and messages for a range of audiences.
- Experience in developing and implementing communications plans and activities for community-based organisations, campaigning organisations or in the Not for Profit sector.
- Good skills across the breadth of campaign communications including writing supporter EDMs, managing social media, managing websites, liaising with the media, and producing campaign materials.
- Excellent writing and copy-editing skills.
- Strong team player with excellent interpersonal, time management and program management skills.
- Commitment to achieving positive change for our oceans and upholding AMCS' values.

Desirable Selection Criteria

- Demonstrated understanding or experience working in advocacy-based organisations.
- Tertiary qualification in communications or marketing.
- Knowledge or experience of conservation, marine environment or fisheries issues.

About AMCS

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for-profit charity. We deal with the big issues concerning the sea, working with the community to protect our marine wildlife, tackling major threats to our oceans and creating marine sanctuaries, places in the sea where sea life is safe from harm. Across our campaigns, we tackle climate change - the biggest existential threat to our ocean planet, with our Great Barrier Reef at the forefront. We are a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for over 55 years. Check out [this short video](#) highlighting some of the key impacts we've achieved for our oceans over this time.

Our Values

- **Integrity.** *We are trusted, credible, independent and ethical in our actions.*
- **Courage.** *We are brave, respectful and honest advocates for marine life.*
- **Passion.** *We demonstrate commitment to and care for our oceans in all we do.*
- **Solidarity.** *We work together, embracing equity, diversity and inclusivity.*
- **Effectiveness.** *We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*
- **Innovation.** *We are creative, flexible, open, and solutions-focused.*

Application Details

To apply, please forward your current CV and a cover letter explaining why you're the perfect person for this role and addressing the selection criteria (maximum two pages) to recruitment@amcs.org.au. Please include 'Campaign Communications Specialist' in the title of your email when submitting your application.

Applicants are encouraged to apply as soon as possible, and no later than **9am (AEST) Tuesday 30th August 2022**.

AMCS is a strictly non-partisan and an equal opportunities employer. We strongly encourage applications from Aboriginal and Torres Strait Islander people, people with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse communities.

Please Note: Applicants must have the right to work in Australia. That is, you must be an Australian citizen or permanent resident or a New Zealand citizen, or hold a valid visa with permission to work on an ongoing basis.

For all enquiries about this position please contact us via email at recruitment@amcs.org.au or 07 3846 6777

For more information about our organisation and our people please visit:

<https://www.marineconservation.org.au/>

