

## Digital Content Coordinator

### The Position

The Digital Content Coordinator will work to deliver our audience engagement strategies by creating engaging content for Wilderness Society web and social media platforms—including LinkedIn, Twitter, Facebook and Instagram—to drive strategic communications goals.

This position is responsible for designing, producing and project managing the development of content for Wilderness Society social media channels and print publications. Collaboration with people across the organisation will be key in producing creative content for our different audience engagement channels.

The role will also proactively identify opportunities to elevate Wilderness Society campaigns and brand by leveraging social conversations, trending topics in the news cycle, external events, and other moments to deepen and grow engagement with key target audiences.

<b>Employer</b>	The Wilderness Society Ltd	<b>Department</b>	Communications
<b>Location</b>	Melbourne or Sydney preferred. Other locations will be considered.	<b>Level</b>	3
<b>Tenure</b>	Full time, Permanent	<b>Hours</b>	37.5 (9am - 5pm including some irregular hours when the unique demands of social media and/or campaigns require it)
<b>Reports to</b>	Manager, Content & Collaboration		

### Responsibilities

Key Responsibilities
<p><b>Strategy and Delivery</b></p> <ul style="list-style-type: none"> <li>Identify and create compelling content for the Wilderness Society's digital channels.</li> <li>Design both digital and print collateral with support from the wider communications and campaigns teams. This includes multi-use creative content for web, email, print, social media and video (e.g., copy, photos, videos, animated GIFs).</li> <li>Manage content development for quick-turnaround projects to larger ongoing campaigns.</li> <li>Working with internal stakeholders and external providers as required to deliver content and projects to timelines.</li> <li>Produce material for target audiences while maintaining consistent brand voice and guidelines.</li> </ul>



- Contribute to the development of social media strategies and tactics for campaigns, fundraising, media and mobilisation teams.
- Support the distribution of media stories, coordinate media releases and monitor media mentions.

#### **Budget management, reporting and campaign evaluation**

- Ensure all activity is delivered within agreed budgets and established timeframes
- Assist the Social Media Producer to track and report on the performance of social media content and engagement of online communities.

#### **People and Communication**

- Engage with the Communications team in daily content planning and scheduling via Zoom.
- Ensure all external interactions portray TWS as a professional and caring organisation with a passion for its purpose.
- Collaborate with subject matter experts and campaign leads across all national locations.
- Actively seek professional development.

#### **Risk Management and Compliance**

- Work within the organisation's system governance frameworks.
- Support a safe and healthy work environment through participation in Work Health, Safety and Wellbeing initiatives.
- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Actively participate in the identification and mitigation of risks within the organisation's risk management framework.

### **Knowledge and Skills**

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"><li>● A minimum of 3 years of experience in a media production role.</li><li>● Advanced graphic design, image and video editing skills, using Adobe Suite (or similar) and Canva.</li><li>● Proven ability to produce artwork and share-worthy collateral across multiple platforms: website, social media, print, digital etc.</li><li>● Strong understanding of print, layout and production requirements</li><li>● Strong organisational skills, attention to detail, excellent verbal/written communication, proofreading skill and project management experience.</li><li>● Ability to take initiative and think creatively</li><li>● The ability to adapt complex issues into simple concepts and tailor messages to different audiences and</li></ul>	<ul style="list-style-type: none"><li>● Experience working within an enterprise social media content management system and paid social platforms.</li><li>● Knowledge of animation and motion graphics skills</li><li>● Experience in writing scripts for social videos</li><li>● Video production skills - filming, interviewing, presenting on camera.</li><li>● Simple HTML and email coding experience.</li><li>● Experience producing reports for print and digital distribution</li><li>● A proven commitment to, and understanding of, the not-for-profit sector</li><li>● Previous experience with digital marketing and social media advertising platforms.</li><li>● Experience using Google Analytics</li><li>● Experience working remotely with a team via video and shared digital collaboration channels.</li></ul>



<p>mediums.</p> <ul style="list-style-type: none"><li>● Experience using a consistent social media voice, tone and in breaking news situations or on controversial issues.</li><li>● Experience with media monitoring platforms and distributing media updates.</li><li>● Commitment to the Wilderness Society's values</li><li>● Collaborative by nature, with experience working across dispersed teams and comfortable with absorbing and applying constructive feedback from colleagues.</li></ul>	<ul style="list-style-type: none"><li>● Experience or engagement with Environmental NGOs or campaigns.</li></ul>
--	--