



# Position Description

## Social Media Producer

REPORTING TO:	Media Manager
WORK LOCATION:	Melbourne (Wurundjeri Country), Brisbane (Turrbal and Yuggera Country) or Sydney (Gadigal Country)
GRADE:	4
SALARY (FTE):	\$87,100 per annum plus 12% superannuation
STATUS:	Permanent, Full time
HOURS:	37.5 hours per week

### WHO WE ARE

We're the Australian Conservation Foundation, Australia's national environment organisation.

Since 1965, we've protected the air we breathe, the water we drink and the places we love. Driven by the power of people, we won World Heritage listing for the Great Barrier Reef and Kakadu National Park; we secured the \$10 billion national clean energy bank and we returned precious water to the rivers of the Murray-Darling.

We influence governments and businesses to protect the animals, rivers and reefs close to our hearts and hold decision-makers to account without fear or favour. Everything we do is evidence-based and helps nature and people thrive for generations to come.

We won't give up until Australia's nature is protected and regenerated.

### THE ENGAGEMENT DIRECTORATE

The Engagement Directorate comprises ACF's communications, marketing and mobilisation experts. They lead, deliver and co-ordinate:

- Supporter growth and care, and oversee ACF's engagement of members, donors, advocates and partners.
- Brand and reputation, message testing, framing, media liaison and community mobilisation.
- Engagement activities, including community mobilising, media, digital, social media, organisational events and publications.



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## THE ROLE

The role of the Social Media Producer is to develop concepts, ideate, pitch, and produce creative content across all of the ACF's social platforms in order to grow our audience. Working closely with digital advertising staff to achieve results in both organic and paid content, the Social Media Producer coordinates, schedules and moderates comments across all platforms to recruit new supporters and engage our community in action.

The Social Media Producer needs to be available during times of peak social media engagement and therefore hours can vary at times.

## KEY COLLABORATIONS

The Social Media Producer will report to the Media Manager and will work closely with other members of the Engagement Directorate, Campaigns Directorate, Fundraising staff, and internal data and technology staff

## RESPONSIBILITIES

- Lead fun, quirky, unique, trending ideas and create the content to make the ACF brand standout on social media
- Conceptualise, plan and edit bespoke Tiktok/Reels content to grow our audience
- Optimise ACF's social media presence on existing platforms including Facebook, Twitter, Instagram, Tiktok, YouTube and LinkedIn
- Promote ACF key messages and clearly communicate complex issues in ways that suit specific platforms
- Understand the nuance attached to each platform and be able to effectively communicate to different audiences
- Be ready, at times, to respond quickly and effectively to breaking news in collaboration with the Media Manager and strategic communicators
- Work closely with our Campaigns team to tell powerful stories and engage people in meaningful action relevant to the work we do at ACF
- Track and report on social media engagement and reach in a monthly report
- Create a schedule of social media content and record planned activities in ACF's content management system Asana
- Clearly communicate social media plans to ACF staff
- Support and contribute to ACF's strategies for supporter and donor recruitment through social media engagement
- In collaboration with the Media Manager, engage influencers and decision makers to grow our audience.
- Create a positive culture in ACF's social media communities through active and friendly moderation. Ensure policies and practices are in place for moderation in line with ACF goals and best practice.
- Train and support staff and key volunteers in effective social media use. Develop resources and other tools to help empower activists and other stakeholders.
- Monitor ACF staff and key volunteer's social media use to ensure it is aligned with ACF's social media guidelines
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety
- Other duties as requested by your manager



## KEY SELECTION CRITERIA

1. Experience in a dedicated social media role is preferred, but up-and-coming social media producers with a proven track record of success are strongly encouraged to apply.
2. Experience creating outstanding content for multiple social media platforms. TikTok/Reel experience is a must.
3. Demonstrated understanding of the latest social media strategy and nuance between the varying social media platforms - including TikTok, Facebook, X, Instagram, YouTube, and LinkedIn.
4. Exceptional communication skills with demonstrated experience of dealing with influencers and external partners.
5. Interest and demonstrated knowledge of the news cycle and the ability to present complex information in a clear and engaging way.
6. Experience in analysing and reporting on social media impact as part of broader campaign strategies, including establishing and improving tracking across multiple digital platforms.
7. Graphic design skills are highly desirable along with video and photo editing skills.
8. Have a strong interest and passion in helping solve the climate and extinction crisis.



## How we walk the talk

Value	We go big!	We're for fair	Everything we do is evidence-based	Team first	We shake things up but we never give up
	<i>We advocate for big, bold change because that is the only way to deliver the scale and speed of the change we need.</i>	<i>We welcome anyone from Australia's diverse community to join us to create fair outcomes for nature and all people.</i>	<i>We use the available evidence and our judgement to take decisive action.</i>	<i>Together everyone achieves more. That's why we bring people together to have the biggest possible impact for nature.</i>	<i>We never stray from our big goals but we try new things to achieve them because the clock is ticking on nature.</i>
Your role	<ul style="list-style-type: none"> <li>• Ask the question, how does this align with our strategy?</li> <li>• Be bold - think outside the box.</li> <li>• Take leave so you can stay energised!</li> </ul>	<ul style="list-style-type: none"> <li>• Be kind, treat others with respect.</li> <li>• Find and listen to perspectives that are different to your own.</li> <li>• Create inclusive spaces.</li> <li>• If you see something that is unfair, speak up.</li> </ul>	<ul style="list-style-type: none"> <li>• Use evidence to inform your work.</li> <li>• Seek out and respect the expertise of others.</li> <li>• Recognise when you have enough information to make the decision and back your judgement.</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be afraid to ask for help.</li> <li>• Have fun and make space for others to do the same.</li> <li>• Take responsibility for ACF's success.</li> </ul>	<ul style="list-style-type: none"> <li>• Share wins, losses and learnings.</li> <li>• When you have an idea, speak up!</li> <li>• Celebrate progress.</li> </ul>
Your manager's role	<ul style="list-style-type: none"> <li>• Work with you to establish measures for your work.</li> <li>• Encourage you to be ambitious.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide fair and equal opportunities based on your needs and the needs of ACF.</li> <li>• Support you to resolve issues, in line with ACF's policies.</li> <li>• Hold you accountable to ACF values.</li> </ul>	<ul style="list-style-type: none"> <li>• Challenge you to back your decisions with evidence.</li> <li>• Work with you to evaluate and refine your approach for next time.</li> </ul>	<ul style="list-style-type: none"> <li>• Value the unique expertise of different team members</li> <li>• Create time for teams to come together.</li> <li>• Empower you to do your job.</li> <li>• Foster effective collaboration across ACF.</li> </ul>	<ul style="list-style-type: none"> <li>• Support you to try new approaches to your work.</li> <li>• Work with you to identify the skills you need to build.</li> <li>• Discuss your career aspirations and provide guidance to help you get there.</li> </ul>
ACF's role	<ul style="list-style-type: none"> <li>• Be ambitious in setting organisational goals.</li> <li>• Evaluate our work and measure our progress.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain a space where everyone feels they belong.</li> <li>• Take people's ideas, worries, and needs seriously.</li> <li>• Have fair and well communicated policies.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and maintain evidence-based policy positions.</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritise time together to build relationships.</li> <li>• Trust our people.</li> <li>• Monitor, measure and seek to improve the staff experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a space for staff to try, fail, succeed and learn.</li> <li>• Encourage and resource innovation.</li> </ul>



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