

# Position Description

## Marketing Officer

<b>Job Title</b>	Marketing Officer	<b>Status</b>	Fixed term contract – 3 months. Consideration given to applicants with ABN.
<b>Location</b>	Flexible with eastern states preferred	<b>Hours</b>	0.5 FTE – flexible working arrangement across 2.5 days per week
<b>Reporting to</b>	Communications Manager	<b>Salary</b>	\$87,838 to \$96,408 plus super (pro rata)

### About ALCA

ALCA is the peak national body for nature conservation, and we exist to scale the protection, management and restoration of nature.

Independent, and non-partisan, we unite and represent organisations actively caring for nature on private and non government land. As a peak body, we amplify their collective voice and impact and shape the conditions that make their work powerful and enduring.

ALCA and its members address some of the most pressing conservation issues across the country, including restoring endangered ecosystems, building the protected area estate, tackling invasive species, expanding private conservation finance, and funding and using nature-based solutions to tackle climate change.

We are a small, flexibly working and nimble organisation. Working with ALCA represents a unique opportunity to work across a broad and diverse sector that is enabling meaningful policy change, driving investment and building sector capability that will have lasting impact for nature.

### Position purpose statement

The Marketing Officer role supports the delivery of integrated marketing and communications activities that promote ALCA’s events, work programs, and initiatives. The role coordinates multi-channel campaigns, supports the management of digital platforms and marketing systems, and develops high quality, brand-aligned content that expands audience reach, and strengthens engagement and visibility.

Working closely with the Communications Manager, and collaboratively with the broader ALCA team, the Marketing Coordinator will help drive engagement with ALCA members, the land conservation sector, its partners, and broader network.

The position suits a motivated, organised, and detail-oriented person who is comfortable working in a fast-paced environment, works cooperatively with colleagues, and is motivated to support nature conservation in Australia.

**Reporting Line:** this position reports directly to the Communications Manager, works across all ALCA program areas, and may support various collaborative program teams, but especially the Sector Development Team with a focus on events.

### **Key responsibilities:**

- Coordinate and execute multi-channel marketing campaigns, including digital and social media.
- Assist in the setup, management and optimisation of paid advertising across Meta, LinkedIn and Google Ads
- Support the planning and execution of newsletters and EDMs, ensuring high-quality content and performance tracking.
- Manage mailing lists, segmentation and contacts in Hubspot
- Support the management of social media accounts, including planning, creating and scheduling content, aligned with organisational messaging and strategic goal areas.
- Monitor digital performance using analytics tools, providing insights and adjusting strategies to improve future marketing efforts.
- Support maintenance and updates to ALCA website (Webflow), ensuring content is accurate, brand and message-aligned, and applies SEO best practices.
- Develop visually appealing event materials using tools like Canva or Adobe Creative Suite.
- Ensure consistent application of ALCA's brand across communications and marketing materials.
- Collaborate with teams and external partners supporting national projects and events.
- Other duties as directed.

### **Selection criteria**

- Motivation to contribute to work that protects nature and culture and supports a healthy and resilient Australia.
- Demonstrated experience to plan, execute and evaluate multi-channel marketing campaigns.
- Proven ability to support planning, execution, and performance tracking of newsletters and EDMs, including managing mailing lists, segmentation, and contacts in a CRM system.
- Strong writing and content creation skills across digital and print platforms, with ability to create targeted, engaging content.
- Experience maintaining and updating website content (preferably using Webflow) ensuring accuracy, brand consistency, and application of SEO best practices.
- Proficiency in developing visually engaging marketing and event materials using tools such as Canva or Adobe Creative Suite
- Strong interpersonal, written and verbal communication skills, with demonstrated ability to work collaboratively with internal teams and external partners to support projects and events.
- Demonstrated initiative, attention to detail, and ability to adapt to changing priorities, feedback, and emerging opportunities in a fast paced environment.
- Relevant tertiary qualifications in communications, marketing or a related discipline and/or equivalent professional experience.

We actively encourage Aboriginal and Torres Strait Islander people, people from Culturally and Linguistically Diverse backgrounds, LGBTIQ+ people, a diverse range of genders, people with disability and others who have diverse experiences of our world to apply for this opportunity.