

Local Landcare Coordinator - Communications



17.5 hrs/week based anywhere in the Western Region, fixed term to 30th June 2027

Employer	Western Landcare NSW Inc.
Location	Western Region of NSW Flexible working schedule (work from home)
Classification/Tenure	SHADS – Level 2 / Paypoint 1 Fixed term to 30th June 2027
Remuneration	\$45/hr for 17.5 hours/week - commensurate with experience
Organisation Profile	Western Landcare NSW Inc. is a regional community organisation that works to enable, encourage & empower aligned groups to undertake projects that increase and improve sustainable agriculture & conservation in Western NSW.
Position/Role Objectives	<p>The Local Landcare Coordinator (LLC) - Communications Officer is responsible for developing and delivering Western Landcare NSW's communications outputs across digital and print platforms. The role supports the visibility, engagement, and impact of Landcare activities across the Western Region.</p> <p>Key responsibilities include managing social media channels, maintaining and updating the organisation's website, producing and distributing a quarterly newsletter, coordinating and delivering a regional photography competition, and producing engaging content that highlights Landcare projects, people, and outcomes.</p> <p>The position also provides general communications support to the broader Western Landcare team, assisting with projects, events, and engagement activities as required.</p> <p>The Communications Officer is employed by and works under the supervision of Western Landcare NSW Inc. and collaborates closely with Local Landcare Coordinators, project staff, administrative staff, and regional partners.</p>

Key Deliverables of a Local Landcare Coordinator:

Digital Communications and Social Media

- Manage and grow Western Landcare NSW's social media presence across relevant platforms.
- Develop, schedule, and publish engaging content highlighting Landcare projects, events, and community outcomes.
- Respond to messages and enquiries in a timely and professional manner.
- Monitor engagement and adjust content strategy to improve reach and impact.

Website Management

- Maintain and update the Western Landcare NSW website with current news, events, resources, and project updates.
- Ensure content is accurate, accessible, and aligned with organisational messaging and branding.
- Work with staff to source and publish content from across the region.

Content Creation and Storytelling

- Develop written, visual, and multimedia content including articles, news stories, newsletters, and project highlights.
- Produce and distribute a quarterly Western Landcare newsletter, coordinating content collection from staff and partners, and ensuring timely publication and distribution to members and stakeholders.
- Capture and edit photographs and basic video content where required.
- Promote Landcare outcomes and community stories in an engaging and accessible way.

Photography Competition Coordination

- Plan, coordinate, and deliver an annual regional photography competition.
- Develop promotional materials and manage submissions and judging processes.
- Coordinate exhibition or publication of winning entries across digital and/or physical platforms.

Communications Support and Collaboration

- Provide communications support to staff across Western Landcare projects and programs.

	<ul style="list-style-type: none"> • Assist with event promotion, stakeholder engagement materials, and community communications. • Support consistency in branding, messaging, and communication standards across the organisation. <p style="text-align: center;">Monitoring, Reporting and Evaluation</p> <ul style="list-style-type: none"> • Track communications performance including social media analytics and website traffic. • Contribute to reporting on communications outcomes, program outcomes, case studies, and program impact. • Support documentation of Landcare activities and success stories
Reporting/Supervision arrangements	This position will work closely with the Regional Landcare Coordinator, the Regional Admin Support Officer, and ultimately report to the WLNSW Executive Committee.
Links to existing programs	The successful applicant will be working within a broader Landcare network, with support available including a network of Local Landcare Coordinators across Western NSW.
Competencies	<p>Essential Skills</p> <ul style="list-style-type: none"> • Strong written and verbal communication skills. • Demonstrated ability to manage social media platforms professionally. • Strong organisational and time management skills. • Ability to engage with a wide range of stakeholders and community members. • Creative approach to storytelling and content development. • Proficiency with standard digital tools (e.g. Word, Excel, email, website CMS). • A current driver’s licence and access to a reliable vehicle. <p>Highly Desirable Skills and Experience</p> <ul style="list-style-type: none"> • Experience in communications, marketing, media, or similar role. • Skills in photography, basic video production, and content editing. • Experience managing websites (e.g. WordPress or similar CMS platforms). • Experience coordinating events or competitions.

	<ul style="list-style-type: none"> • Understanding of rural communities, environmental issues, or natural resource management. • Grant or project reporting experience. • First Aid Certificate and NSW Working with Children Check (or willingness to obtain).
<p>Selection Criterion</p>	<p>Selection Criteria</p> <p>Please address each of the following:</p> <ol style="list-style-type: none"> 1. Demonstrated understanding of environmental and agricultural issues in Western NSW, and ability to communicate these effectively to diverse audiences. 2. Demonstrated experience in communications, including social media management, website content creation, and digital engagement tools. 3. Strong written and oral communication skills, including the ability to produce engaging content for a variety of platforms and audiences. 4. Demonstrated experience in content creation (written, photographic, and/or video) and storytelling. 5. Ability to coordinate projects or activities such as events, campaigns, or competitions. 6. Ability to work independently, use initiative, and contribute effectively as part of a small team. 7. Willingness to travel infrequently across the Western Region and attend occasional after-hours community events.
<p>Additional Information</p>	<p>Western Landcare NSW Inc. is an equal opportunity employer, with employment under the organisation’s standard employment agreement or as negotiated.</p> <p>Attendance at meetings outside of normal work hours may be required.</p> <p>Infrequent travel and overnight stays may be required. You will be required to use your own vehicle for work purposes and provide us with copies of insurance policies for your vehicle. Vehicle use will be reimbursed on a per kilometre basis.</p> <p>For further information about the position please contact admin@westernlandcarensw.com.au</p>
<p>To apply for the position</p>	<p>To apply, please provide the following:</p> <ol style="list-style-type: none"> 1. Brief covering letter, outlining why you seek this position (1 page). 2. Your current CV/resume (4 pages maximum).

	<ol style="list-style-type: none">3. Your response to the selection criteria (4 pages maximum).4. Contact details for 2 referees, which should include a current or recent employer or supervisor.5. Applications to be emailed to – admin@westernlandcarensw.com.au
Closing Date	Open until the position is filled