



Position Description

Public Relations Lead

REPORTING TO:	Head of Communications
WORK LOCATION:	Melbourne (Wurundjeri Country)
GRADE:	5
SALARY (FTE):	\$107,568 plus 12.5% superannuation
STATUS:	Full-time, fixed term until 30 June 2028
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 leads ACF's activities to 'change the story' in Australia on nature and climate, and to build and activate a people powered movement for change. The directorate leads and delivers ACF's supporter experience; marketing and brand; media, social media, public stories, materials and environmental investigations.

THE ROLE

The Public Relations Lead plays a key role in enhancing ACF's public profile and deepening engagement with key audiences. This role is responsible for amplifying leadership visibility and thought-leadership and assists with coordinating ACF's ambassador program to build influential relationships that support our mission. The Public Relations Lead contributes to ACF's broader communications goals by identifying public relations opportunities to build the organisation's already 60-year strong brand.



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**

KEY COLLABORATIONS

The Public Relations Lead liaises internally with the Engagement Managers and the broader engagement team, especially the Senior Social Media Producer, and with members of the Campaigns and the Fundraising Directorates. Externally the Public Relations Lead collaborates with partner organisations, influencers (online or otherwise influential) and trusted messengers in partnership with the Media and Communications Managers.

RESPONSIBILITIES

- Work with the Head of Communications to produce and execute a thought-leadership and public relations strategy to enhance awareness of ACF's brand, mission and people and help build the narratives we need to change the story.
- Work with the Head of Communications to build and maintain strategic partnerships and relationships with trusted messengers, high profile individuals, influencers and external partners to amplify ACF's voice and extend the reach of our campaign messages including due diligence and risk management procedures.
- Collaborate with relevant ACF staff to craft, write, edit, and distribute high-impact communication materials – including social media content, opinion pieces, briefing notes, pitch decks, interviews, run sheets, long-form media (lifestyle/editorial pieces) and new media (podcasts + social collabs)
- Oversee ACF's 2026 youth influencer summit: including event planning, working with influencers, scheduling, working with venues and co-designing the event with young people and exploring credible partnership opportunities.
- Ensure messaging consistency across external messenger communications and content and produce resources to support this in line with campaign message boards and brand narrative.
- Collate and contribute to reporting on impact (e.g. via engagement tracking, media monitoring, social listening).
- Observe 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. Demonstrated experience (around 5 years) as a journalist, media advisor, communications, marketing or PR professional.
2. Demonstrated ability to craft compelling stories, using sharp, cut-through language that motivates audiences to act for a cause.
3. Ability to build strong relationships with internal and external stakeholders with a flexible communications style and confident approach.
4. Excellent writing, editing and storytelling skills and demonstrated ability to distil complex issues into clear, compelling narratives under tight deadlines.
5. Ability to work collaboratively with a broad mix of content producers, understanding what information they need for different forms of production, channels and platforms.



6. Ability to manage workflow of multiple competing tasks.
7. High level of integrity and works effectively with autonomy and accountability. Is self-motivated and can demonstrate initiative. Takes responsibility for own actions, treating all people with dignity consistent with ACF values.
8. Experience working on high-impact PR campaigns and managing organisational reputation in dynamic contexts with sound judgment and calm under pressure.



How we walk the talk

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

