

# Digital Content & Website Coordinator

## Position Description

**Date: Friday, 17 July 2026**

### The organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members and like-minded conservation organisations.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 350,000 supporters, donors, volunteers, campaigners and members, over 150 staff across Australia, and a network of more than 40 voluntary community groups.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique birdlife.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

### Position title

**Digital Content and Web Coordinator**

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## Position objective

The Digital Content and Web Coordinator is responsible for delivering exceptional website experiences that facilitate the acquisition of money, time, and voice. The role is accountable for the day-to-day operation, content coordination, and performance optimisation of BirdLife Australia's web presence, working with the Marketing and Engagement Manager to achieve BirdLife Australia's strategic goals.

## Status

This is a part-time role (0.8 FTE), offered on an ongoing basis

## Staff reporting

None — may provide ad-hoc coaching to interns

## Remuneration / Job Level

Part-time salary at Level 3, dependent on level of experience (as per published Level / Grade Remuneration Scales)

## Location

Hybrid — BirdLife Australia National Office, Collingwood, Melbourne, with flexibility to work from home

## Reporting

This position reports to the Marketing and Engagement Manager

## Key relationships

### Internal

Marketing and Fundraising team; Communications team; Conservation and Science teams; Campaigns and Participation Program Managers; Participation Strategy Manager; Fundraising and Supporter Care teams; BirdLife Photography Group; Strategic Conservation Action Area leads; various conservation team managers and program leaders.

### External

Contracted consultants (as required); suppliers and service providers; potential organisation partners; BirdLife supporters (donors, members, volunteers).

## Travel requirements

Some travel within Australia will or may be required.

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## Duties

### Website management and content coordination

- Coordinate the website content schedule and oversee publishing workflows in collaboration with the Manager Marketing and Sales.
- Execute the web roadmap, managing tasks and projects through the website lifecycle.
- Develop and implement processes for BirdLife Australia branded websites and work to unify web presence.
- Support satellite website owners to ensure they are well-equipped to manage their sites consistently with organisational objectives and migrate priority satellite sites to [birdlife.org.au](http://birdlife.org.au).
- Act as traffic controller for website update requests across the organisation, managing and triaging inbound requests.
- Collaborate with the ICT team to ensure the website ecosystem aligns with strategic objectives.

### Monitoring, reporting & optimisation

- Analyse user experience data and translate insights into actionable improvements.
- Produce regular performance reports covering website traffic, SEO, CRO, and conversion outcomes — reporting on a quarterly to broader stakeholders as required.
- Manage and optimise Conversion Rate Optimisation (CRO) and Search Engine Optimisation (SEO).
- Initiate and deliver digital website improvement projects within agreed scope and timelines.
- Coordinate content production and evaluation across teams.
- Manage third-party provider relationships as required.

### Digital web experience delivery

- Deliver exceptional digital web experiences aligned with BirdLife's digital engagement objectives, to increase fundraising income, improve supporter action, and streamline user experience.
- Drive growth in web-based fundraising and supporter engagement actions within agreed campaigns and initiatives.
- Consult with stakeholders to ensure understanding of and engagement with web ecosystem developments.
- Monitor key performance indicators to ensure targets and outcomes are met, escalating issues to the manager as appropriate.
- Support innovative digital marketing of Conservation and Science content.

### Project management & prioritisation

- Maintain a clear, up-to-date project log of all active and pending website tasks and requests.
- Prioritise work in alignment with organisational goals and manager direction, communicating clearly when competing demands arise.

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- Meet agreed project milestones and deadlines, proactively flagging risks or delays.
- Manage changing priorities effectively, maintaining quality and attention to detail under pressure.
- Coordinate with internal teams to scope, plan, and deliver web projects that meet brief requirements.

## Selection Criteria

### Essential

- A degree in Marketing, Communications, or a related field, or demonstrated experience in a digital marketing, website management or web coordination role.
- Strong organisational and project management skills, including using project management and collaboration tools to coordinate digital projects.
- Experience managing website projects, reporting on performance and using data to inform decision-making.
- Strong communication and interpersonal skills with a demonstrated track record of managing relationships with multiple stakeholders, navigating conflicting priorities and coordinating resources to deliver outcomes.
- Technology savvy with experience across content management tools including CMS (WordPress), user-facing digital platforms and basic HTML.
- Excellent analytical, problem solving and strategic thinking skills.
- Solid working knowledge of SEO, AEO, keyword research, and Google Analytics, and website performance measurement.
- Ability to work collaboratively in a values-driven organisation and contribute positively to team culture and organisational goals.

### Desirable

- Strong understanding of digital content design, information architecture and content presentation for web audiences.
- Understanding of digital marketing, supporter engagement strategies, user/engagement metrics, and audience segmentation.
- Experience working with and applying brand style guidelines.
- Familiarity with email marketing platforms, CRM systems, intranets and collaboration tools (eg: Ortto, Salesforce and SharePoint).
- Experience preparing website and digital performance reports for a range of stakeholders.

### Workstyle, attributes, and attitudes

- A positive outlook and ability to work collaboratively to achieve shared goals consistent with BirdLife Australia's values
- Demonstrated personal initiative and problem-solving skills

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- Ability to work with a variety of people
- Reliable, dedicated and focused
- Ability to work well with minimum supervision and to take high-level responsibility for workplan delivery
- A willingness and capacity to work flexible hours as and when required

### Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values
- Actively demonstrate organisational values

<b>Passion</b>	<b>Excellence</b>	<b>Leadership</b>	<b>Collaboration</b>	<b>Integrity</b>	<b>Impact</b>
We bring people together around a love of nature	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally and act locally

### Safety statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings
- Possible driving for extended periods and interstate travel
- Long periods of sedentary desk and computer duties and telephone use