



Position Description

Title:	Digital Communications Coordinator
Job Type:	Part-time, 4 days a week for 12 months
Location:	BBF office Hobart
Commencement Date:	October 2026
Structure Reporting:	Reports to the CEO and Communications Manager
Classification Level/Award:	SCHADS Level 4.1
Salary:	Starting at \$92,274 pa (pro rata) plus super at 15%.

About Us

Bob Brown Foundation (BBF) is one of Australia's leading environmental organisations. We are a campaign-led, action-oriented organisation that defends wild places and wildlife, empowering people to take Action for Earth. Working with hundreds of volunteers and funded by our dedicated supporters and values-aligned partnerships, we use direct action, legal tactics, science and campaign events to protect nature.

Position Purpose

The Digital Communication Coordinator supports BBF's campaigns and programs by creating and coordinating engaging digital content that builds awareness, inspires action and grows our supporter base. Working closely with the Communications Manager and campaign teams, the role is responsible for delivering day-to-day social media and digital communications, promoting actions, events and campaigns across BBF's channels, and identifying new opportunities to reach and engage audiences.

Key Responsibilities

- **Digital content creation and copywriting:** Develop engaging, on-brand social media content and copy that reflects BBF's voice and resonates with our audiences across platforms. This may include filming videos on a phone with BBF spokespeople at

events, in the office or at press conferences; creating short-form reels using existing BBF footage; and adapting content to current social media trends and formats.

- **Content planning and scheduling:** In conjunction with the Communications Manager, plan and deliver monthly and weekly content schedules across social channels, ensuring consistent posting, audience engagement and growth.
- **Social media community management:** Proactively monitor and moderate comments and direct messages, including managing inappropriate or harmful content, and respond in a timely, thoughtful manner to genuine queries.
- **Innovation and trends:** Stay up to date with emerging digital trends, tools, and platforms and proactively identify opportunities to expand reach and deepen engagement.
- **Assist in paid advertising campaigns:** Work with the Communications Manager to run, evaluate and moderate paid advertising campaigns on Meta and Google.
- **Website and event listings:** Assist the Digital Campaigner with maintaining BBF's online event calendar and event listings, including creating and updating event pages on BBF's website, adding images and information, checking links and ensuring event details are accurate and up to date.
- **Event promotion and coordination:** Help coordinate the promotion of BBF events across digital channels, including the website, social media, newsletters and EDMs.
- **General communications support:** Assist the Communications Manager with other communication and digital tasks as required.

Selection Criteria

Applicants are encouraged to apply even if they do not meet all the selection criteria.

1. Commitment to protecting the natural environment.
2. Demonstrated experience in social media management, ideally for a not-for-profit organisation.
3. Strong content creation, storytelling, and digital communication skills.
4. Experience with WordPress frontend website management.

Desirable skills

1. Basic knowledge or experience with HTML and CSS.
2. Experience with Adobe Design Suite, or similar design software.

Please send a portfolio of your work

1. One social media reel.

2. One social media graphic.
3. Example of written copy, EDM, flyer, etc.

Key Position Outcomes

1. Consistent production of daily high-quality, on-brand digital content, ensuring consistency with BBF's voice and visual identity.
2. Ensure BBF's website contains accurate and current campaign and event details.
3. Increase in digital engagement and audience numbers.

Professional Development

Informal and Ongoing

- Weekly team meeting
- Weekly design meeting
- 90-day catch-ups with manager
- Annual Performance Development Review (PDR)