



DIGITAL COMMUNICATIONS & CAMPAIGN LEAD - POSITION DESCRIPTION

About Country Needs People

Country Needs People is a medium-sized environmental non-profit organisation, making positive impact across Australia and beyond. Founded as a standalone organisation in 2020, we work with Indigenous land and sea management groups around Australia to deliver protection and good management of biodiversity and cultural values on land and sea. Our unique approach contributes to a truly sustainable economy and benefits all Australians.

We are a small team, with an office in Canberra and staff and contractors working in a combination of remote and in-office roles.

We work closely and strategically with Indigenous partners, Indigenous Ranger groups, governments, Traditional Owners, and other stakeholders to enhance the quantity, quality and security of Indigenous-led natural and cultural values management. We combine:

- strategic, non-partisan advocacy to state and federal governments;
- communications campaigns to build a broad public support base across Australia; and
- collaborative project work and organisational advice and support with and for Indigenous land and sea management organisations.

Role Overview

Working closely with the CEO, Communications Manager and wider Country Need People team, the Digital Communications and Campaign Lead plays a key role in telling the story of Country Needs People's work and impact.

Through engaging digital communications, the role helps influence policy, builds support for Indigenous land and sea management, strengthens relationships with partners and supporters, and contributes to the organisation's advocacy, fundraising and strategic objectives.

The role develops compelling content for social media, the website and EDMs, manages digital platforms, and monitors campaign performance against campaign and organisational objectives to continually improve engagement and reach.

This is an opportunity to use your digital communications skills and experience to help shape national conversations about Indigenous Rangers, Indigenous Protected Areas and caring for Country. Working across advocacy, storytelling, fundraising and supporter engagement, you'll create communications that inspire people to act and support Indigenous Rangers and Traditional Owners in caring for Country work.

Reports to: Operations Manager

Works closely with: CEO and Communications Manager

Direct Reports: None

Location: Canberra preferred, other locations will be considered

Basis: Full time, Part-time (0.9FTE - 0.8 FTE) would be considered

Responsibilities / Duties

Digital Communications & Content

- Develop and deliver engaging, timely, authentic, scientifically accurate and culturally appropriate digital communications across Country Needs People's social media channels and for the website.
- Create compelling written, visual and video content that tells the story of Country Needs People's work and inspires people to take action.
- Produce communications that supports advocacy campaigns, fundraising initiatives, organisational updates and partner engagement.
- Run and manage paid digital advertising campaigns to agreed targets. This may include managing budgets, ensuring they are spent correctly.
- Prepare reports that clearly communicate results including spend, reach as well as learnings and other key metrics Maintain Country Needs People's brand, tone of voice and visual identity across all digital communications.
- Develop and maintain digital content calendars aligned with organisational priorities.

Digital Platforms & Campaign Tools

- Build and distribute electronic direct marketing campaigns using NationBuilder (or equivalent CRM).
- Manage the strategy, content creation and deployment of digital advertising campaigns, including targeting and data management across different platforms. (eg. Meta, Google Ads)
- Identify opportunities to improve digital systems, workflows and campaign effectiveness.

- Assist the Country Needs People Communications Manager across EDMs, digital advertising, website and communications and campaign materials such as impact reports, strategic documents, flyers and more.
- Support the Operations Manager to ensure supporter, donor and other marketing lists are accurate and appropriate for the campaign and adhere to all regulatory requirements.
- Assist with the management of data in Country Needs People CRMs.

Audience Growth & Performance

- Connect with new audiences and grow Country Needs People's profile by increasing our followers on social media and our email subscribers.
- Monitor campaign performance and provide regular reporting and insights.
- Analyse digital metrics to improve engagement, reach and conversion.
- Identify opportunities to grow supporter engagement and improve digital fundraising outcomes.
- Stay informed about emerging digital communications trends and recommend innovative approaches.

Collaboration & Campaign Support

- Work closely with the CEO, Communications Manager and wider Country Needs People team to deliver integrated, effective and compelling communications.
- Collaborate with staff, Indigenous partners when requested and external suppliers to identify, and develop and compose compelling stories.
- Work with the CEO and Country Needs People team to translate complex policy and conservation issues into engaging communications for a range of audiences.
- Support campaign planning and delivery across advocacy, fundraising and organisational communications.
- Assist with other communications and organisational priorities as required.

We encourage applications from Aboriginal and Torres Strait Islander people. If you're passionate about our mission and can bring transferable skills and experience to the role, we'd love to hear from you.

Selection Criteria

You are a creative and strategic communicator informed by data, with a passion for following digital trends. You bring:

- Passion to achieve great outcomes for Australia's nature and Indigenous led land and sea management.

- Demonstrated experience using digital tools and strategic communications to mobilise supporters and create change.
- Strong skills in writing and content creation, with an eye for messaging, storytelling and audience engagement.
- Deep understanding of how to deliver compelling communications and campaign strategies and run advertising campaigns on Facebook, Instagram, TikTok, YouTube, LinkedIn and GoogleAds and possibly other channels (paid and organic) and insights in identifying and creating appealing and engaging content.
- Experience with website or supporter database content management systems, such as NationBuilder and/or Swiftfox.
- Experience in coordinating projects, managing timelines, and working with multiple stakeholders.
- A proactive mindset, with the ability to manage multiple projects as part of a collaborative team.
- Visual communication skills including graphic design, video editing, photography, and other related skills, using programs such as CANVA, CreativeCloud, CapCut or similar platforms.
- Experience working with Aboriginal and Torres Strait Islander groups and stakeholders is desirable but not essential.
- An ability to understand the nature of civil society activism and changing policy and political environments.
- Willingness to travel occasionally.

Qualifications

- Relevant tertiary qualification in communications, marketing, journalism, public relations or a related discipline; or
- Equivalent experience (typically five or more years in a similar role).

Terms – Classification and Conditions

- Initial contract for 3 years with the opportunity to extend.
- Terms and conditions are based on the Social, Community, Home Care and Disability Services industry award.
- The position is classified as a Level 4 with a full-time equivalent salary offered in the range of \$93,000–\$99,500 plus superannuation. For candidates with exceptional experience and a strong alignment with the role, remuneration above this range may be considered.

- Position may be based in our Canberra office or another location, Canberra location is preferred and we are happy to discuss moving allowances.