



POSITION DESCRIPTION

Position Title:

**Media and Communications Lead
(Protecting Australia's Nature)**

Program:	Protecting Australia's Nature – The Pew Charitable Trusts
Reports to:	Western Australia Manager – The Pew Charitable Trusts
Direct reports:	N/A
Purpose:	The Media and Communications Lead applies specialist media and communications expertise to shape strategy and campaign messaging, build media relationships and generate public support for conservation outcomes across our alliance campaigns.
Award Classification:	Social and Community Services (WA) Interim Award 2011 – Level 6

ABOUT US

Conservation Council of Western Australia (CCWA) is the state's foremost not-for-profit, non-government conservation and environment organisation. CCWA is the voice for conservation and works with the government, media, industry, community groups, and political parties to promote a more sustainable WA and to protect our natural environment.

This position is employed by CCWA and embedded within The Pew Charitable Trusts, reflecting a long-standing partnership between the two organisations. The role will work primarily on the following two alliance campaigns – WA Better by Nature and Kimberley Like Nowhere Else.

ROLE RESPONSIBILITIES

Media and public engagement

- Set and drive media strategy for conservation campaigns, exercising judgement on positioning, timing and risk.
- Identify and respond to media opportunities and emerging issues.
- Create media releases, opinion pieces, talking points, statements and briefing materials, applying editorial judgement on framing and tone.
- Establish and manage relationships with journalists, editors, producers and media outlets across Western Australia, representing our alliance organisation.
- Direct media events, interviews and campaign launches, including decisions on format and spokesperson positioning.
- Evaluate media coverage and advise on adjustments to strengthen visibility and impact of campaigns.

Campaign communications

- Develop compelling communication materials that build public awareness and support for conservation initiatives.
- Translate complex policy, scientific and conservation issues into clear, engaging content for public audiences.
- Work collaboratively with partners to ensure consistent messaging across alliance campaigns, resolving differences in approach where they arise.
- Lead communications planning around campaign milestones, advocacy moments and policy announcements.
- Shape campaign narratives to resonate with diverse audiences across metropolitan, regional and remote Western Australia.



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Digital communications and content

- Create and manage digital content, including articles, videos, graphics and posts for social media, newsletters and other communication channels, ensuring content alignment with campaign strategy.
- Manage campaign websites and digital communication channels.
- Create digital engagement strategies that build supporter participation and reach.
- Report on communications performance and advise on strategic adjustments based on audience engagement data.

Stakeholder engagement

- Build and manage working relationships with conservation organisations, Traditional Owner groups, community organisations and campaign partners.
- Identify and plan the communications support required for events, workshops, webinars and other public engagement activities, including materials, messaging and promotional content.
- Represent campaigns with external stakeholders and supporters, exercising judgement on messaging and positioning.

SKILLS, KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- Substantial experience in media, communications, journalism, public affairs or a related field, with demonstrated capacity to operate with a high degree of autonomy.
- Exceptional written communication skills, with sound editorial judgement in writing clearly and persuasively for different audiences.
- Demonstrated expertise in developing and quality-controlling media materials, including media releases, opinion pieces, briefing notes and campaign content.
- Comprehensive understanding of the media landscape in Western Australia, with the judgement to identify and act on newsworthy opportunities.
- Proven ability to shape compelling stories and strategic narratives that drive public and media engagement.
- Demonstrated experience in developing and creating digital content, including social media, video, graphics or other multimedia formats.
- Strong track record managing competing priorities and delivering high-quality work independently under deadline pressure.
- Highly developed interpersonal and negotiation skills, with the ability to build and manage relationships across partnership and alliance settings.
- Genuine commitment to the conservation of nature and the protection of Western Australia's unique landscapes and biodiversity.

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DESIRABLE

- Experience working with or alongside Traditional Owner organisations and First Nations Peoples.
- Experience contributing to advocacy, public policy or community campaigns.
- Familiarity with environmental, conservation, land management or public policy issues

Reviewed by: Western Australia Manager – The Pew Charitable Trusts

Approved by: Executive Director - CCWA

Dated: September 2026