

Position Description

Strategic Engagement Manager

Job Title:	Strategic Engagement Manager
Time fraction	1.0 FTE (min 0.8 FTE)
Term	Ongoing
Location:	The position is based at 24-28 Collins Street Melbourne
Reports To:	Chief Executive Officer
Supervises:	Coordinators, Officers and Contractors

About Landcare Victoria

The Landcare movement in Victoria is made up of community-led environmental volunteer groups and networks that provide leadership and on-ground action, solving local issues relating to landscapes and communities. It includes Landcare groups and networks, friends of groups and other similar environmental collectives.

The vision of Landcare in Victoria is "Local people working together for resilient, biodiverse and productive Victorian landscapes", which is defined in the *Landcare Plan for Victoria 2023-2033*. Guided by our 2025-2027 Strategic Plan, Landcare Victoria Inc (Landcare Victoria) supports Landcare to be strong, connected and effective.

Landcare Victoria is the peak body of the Landcare movement in Victoria. It supports around 600 groups of varying size, complexity and geographic location, constituting approximately 19,000 individual members and 90,000 volunteers. The voice of the membership is the Members Council with approximately 30 representatives drawn from Landcare Vic's member groups.

Landcare Vic is governed by a Board of Directors, who appoint and manage the Chief Executive Officer (CEO) and is a membership-based organisation that values genuine engagement, collaboration and meaningful action.

About the role

The Strategic Engagement Manager is responsible for leading Landcare Vic's member engagement so that our members have the best possible support and services, and managing strategic communications so that the voice of community-led Landcare in Victoria is amplified.

A new position in Landcare Vic's leadership team, the role manages Member Services, administration and communications staff, leading the delivery of our core services and shaping strategic communications, impact and relationships.

Working closely with the CEO, General Manager and Member Services team, the Strategic Engagement Manager is the link between what our members need, how our services deliver and improve, and who we collaborate with for impact. As a strategic leader, you build relationships across the Landcare community and with a wide network of partners, supporters and audiences. As a key part of the management team, you hold responsibility for key policy and processes across the organisation related to fundraising, impact and our people.

This is a varied and rewarding role for a collaborative, adaptable and people-focused leader who thrives in a complex environment, and is comfortable working alongside farmers, volunteers and regional communities as well as with partners, funders and government.

Key Responsibilities

Key responsibilities of the Strategic Engagement Manager include:

Member Services leadership and delivery

- Leading the delivery of Landcare Vic's Member Services, ensuring member groups receive accessible, responsive and high-quality support across insurance, auspiced grant, governance, fundraising and capability development services.
- Driving ongoing improvement in member services, responding to member insights and leading the development and delivery of an effective member services program.
- Overseeing membership policy and processes, including member communications, applications and renewals.
- Manage annual insurance renewals and being the responsible contact for claims and advice to members.
- Managing complex and contentious membership-related matters as part of leading a team assessing, triaging and responding to matters.

Strategic communications, engagement and impact

- Leading a strategic communications approach that shapes and safeguards Landcare Vic's public reputation, building relationships with communities and partners within and beyond Landcare.
- Developing and managing impact reporting that demonstrates the value of Member Services and Landcare Vic's contribution to the Landcare movement.
- Leading priority projects in collaboration with the leadership team, ensuring effective communications, stakeholder engagement and leveraging pro-bono or in-kind support.
- Representing Landcare Victoria in meetings and forums as required.

Fundraising and financial management

- Leading fundraising communications, overseeing individual giving and donor engagement, while contributing to successful delivery of the broader fundraising strategy.
- Supporting organisational budgeting, forecasting and reporting as a member of the leadership team with oversight of the Member Services budget, including events, publications and projects.

People and Culture

- Leading, supporting and developing Member Services, administration and communications staff, and fostering a collaborative, adaptable and member-centred culture in partnership with other leadership team members.
- Coordinating Landcare Vic's policy suite and non-financial organisational processes, with lead responsibility for people-centred policies and processes, including owning the staff manual.

Governance

- Providing advice and reporting to the Board and its committees, including the Audit and Risk Committee on insurance risks and compliance for DGR funds.

Other duties and responsibilities may be required from time to time, at the direction of the CEO.

Ways of Working

Landcare Victoria staff are a diverse group of people who bring a wide range of perspectives, skills and experience. Together we are:

- Hard working and ethical, with a strong personal drive and high levels of professionalism, demonstrating the positive values of Landcare at all times.
- Genuinely committed to collaboration, actively sharing information and taking a curious approach that values and encourages input from a wide range of sources.
- Respectful in our engagement with others, demonstrating a culture of support and team cohesion.
- Innovative, finding creative solutions when situations are complex and directions are not clear.
- Persistent, resilient and resourceful, achieving outcomes in the face of challenges and setbacks.
- Able to operate effectively under pressure, either autonomously or contributing as part of a team as the situation demands.
- Passionate about the Landcare vision and the diversity, tradition and future of the Landcare movement.

Accountability

The Strategic Engagement Manager reports to the CEO and is a member of the senior leadership team. The role manages Member Services, administration and communications staff and collaborates with all other staff within the organisation.

The Strategic Engagement Manager requires a valid driving licence and must be willing to travel for meetings and events as appropriate to the role. Overnight travel in Victoria (or interstate) may be required, as well as occasional evening and weekend work.

Landcare Victoria is an equal opportunity employer and is committed to providing a safe and healthy work environment free from discrimination, harassment or bullying. All employees are expected to comply with Landcare Victoria's Code of Conduct and contribute to a positive workplace culture.

Selection Criteria

Essential

- Demonstrated experience in a senior management role within a member-based, community or not-for-profit organisation, with understanding of governance, risk management and compliance.
- Demonstrated experience in a senior role developing and delivering strategic communications and engagement, including building and stewarding relationships with a diverse range of stakeholders.
- Highly developed interpersonal, negotiation and problem-solving skills, with the judgement to manage complex matters and build rapport with farmers, volunteers and regional communities.
- Sound understanding of member or client service delivery, with a track record of improving service delivery and engagement in response to the needs of members and communities.
- Proven ability to lead and deliver multiple operational programs with varied components, such as grants administration, individual giving programs and/or insurance programs.

Desirable

- Knowledge of the Landcare movement, or experience in the environment, agriculture, natural resource management or community sector in Victoria.
- Experience in program design and monitoring, evaluation, reporting and improvement (MERI) or impact reporting

Qualifications

- Tertiary qualifications in a relevant discipline in conjunction with workplace experience, or significant equivalent professional experience.