Trust for Nature
Position Description

Position	**Marketing Coordinator**
Department	Development
Location	Melbourne
Employment status	Part Time, ongoing contract
Classification	3.1
Reporting line	Head of Communications & Marketing

About us

Trust for Nature is a not-for-profit organisation that works to protect native plants and wildlife in cooperation with private landowners.

Created in 1972 under the *Victorian Conservation Trust Act 1972 (Vic)*, Trust for Nature has a proud history of working across the government, not-for profit and private sectors to achieve permanent protection of important conservation land across Victoria. We have a culture that supports and inspires conservation achievement and personal development, both within the workplace and beyond.

Our Vision

A future in which Victoria's nature is valued, protected and thriving.

Our Mission

We exist to achieve more and better private land conservation in Victoria.

About the Role

The Marketing Coordinator plays a key role in delivering impactful marketing and fundraising initiatives that support Trust for Nature's conservation goals. This position is responsible for coordinating and executing marketing campaigns, managing digital platforms, and producing compelling content that inspires action and builds awareness of our mission.

Working closely with the Head of Communications & Marketing and the broader Development Team, the Marketing Coordinator will help drive engagement with landholders, donors, and the wider community. The role requires creativity, strong project management skills, and a passion for storytelling and environmental conservation.

Key Responsibilities

- Coordinate and execute multi-channel marketing campaigns, including digital and social media.
- Develop engaging content for the website, newsletters, social media, and fundraising materials.
- Maintain and update the Trust for Nature website (WordPress), ensuring content is accurate, timely, and aligned with brand guidelines, including the Shop.
- Apply SEO best practices to improve website visibility and organic search performance.
- Plan, create, and schedule social media content across platforms (e.g., Facebook, Instagram, LinkedIn), aligned with campaign goals and audience engagement strategies.
- Monitor social media performance and community engagement, and adjust strategies based on analytics.
- Design and distribute EDMs (Electronic Direct Mail) using platforms such as Campaign Monitor, ensuring high-quality content, segmentation, and performance tracking.
- Monitor and report on campaign performance using analytics tools, providing insights to improve future marketing efforts.
- Collaborate with internal teams and external partners to support regional projects and events.
- Ensure consistent application of Trust for Nature's brand across all marketing materials.
- Provide basic graphic design support using tools like Canva or Adobe Creative Suite.
- Support the execution of Trust for Nature's fundraising appeals, including regular giving.
- Support the delivery of the Land for Wildlife program, including assisting with welcome packs, registrations and customer enquiries as needed.

Key Relationships

- Internal: Development Team, Area Managers and their teams, Executive Team
- External: Covenantors, Suppliers, Partner Organisations, Donors

Key Selection Criteria

- Proven experience in marketing, communications, or a related field.
- Strong writing and content creation skills across digital and print platforms.
- Experience managing websites and social media accounts.
- Understanding of SEO principles and ability to apply them to digital content.
- Experience with EDM platforms and email marketing best practices.
- Ability to plan, execute, and evaluate marketing campaigns.
- Excellent organisational and time management skills with the ability to manage multiple projects.
- Strong interpersonal skills and the ability to work collaboratively.
- Familiarity with conservation, environmental issues, or community-based social marketing is desirable.
- Proficiency in Wordpress and design tools such as Canva or Adobe Creative Suite is an advantage.
- Understanding of government processes or experience working with statutory bodies is a plus.