

Beyond Coal Communications Lead



Position description

Title	Beyond Coal Communications Lead
Reports to	Communications Manager
Location	60 Leicester St, Carlton, Melbourne
Status	Fixed term contract, 9 months at 0.8 FTE (4 days per week)
Salary	EV Level 4. \$78,032 to \$86,825 pro rata plus superannuation and generous leave benefits (<i>Exact pay point based on experience</i>).
Applications Due	9 am Friday, 6 th August

WHO WE ARE

Established in 1969, we are one of Australia's leading not-for-profit environment groups. Over 50 years we've run science-based and people-powered campaigns to create new national parks, protect rivers, build more public transport, retire coal power stations and shift to clean energy. Our campaigns always aim to build enduring community power.

Our current core campaigns are:

- A fast and fair transition away from coal before 2030
- Restoring Victoria's rivers and wetlands in the Murray-Darling Basin
- Securing a state government commitment to stop new gas connections

Our team of about 20 staff is nimble, passionate and fun, and our work is fast-paced and action-packed. For more information, see www.environmentvictoria.org.au

WHO YOU ARE

We are looking for someone with a broad skill set who can hit the ground running and who is up for a new challenge in a supportive but small team.

You are a passionate, creative and hard-working professional with at least three years of experience in communications, advocacy OR content production. You understand how language and framing shape

public opinion on contested issues and how to clearly communicate complex ideas and policies in an engaging and empowering way.

You could have:

- Experience working within the communications team of a political or government office, peak body or advocacy organisation
- Professional experience in communications, advertising or public relations along with volunteer experience working on a social cause(s)
- Experience as a freelance designer, video editor or copywriter working with non-profits and advocacy groups
- Experience as a journalist or writer along with experience managing a brand or organisation's online presence.

Whatever your background, you are solutions-focused and a fast learner with a demonstrated commitment to acting on progressive values.

THE ROLE

Working within the existing campaign strategies and budgets, you will be responsible for leading the online strategy and content production for Environment Victoria's Beyond Coal Campaign. As a member of our small communications team, you will also regularly assist with Environment Victoria's other core campaigns and general communications tasks.

Typical activities may include:

- Initiating communications strategies and tactics for the Beyond Coal campaign
- Participating in campaign meetings and generating ideas for content and supporter engagement for particular issues
- Writing and sending Beyond Coal campaign emails with guidance from the campaigns team
- Responding to breaking news on social media and communicating our perspective on national environment and climate stories
- Implementing Facebook ad strategies to meet campaign goals and reporting on results
- Creating graphics and video content with short and snappy copy for social media
- Responding to comments and moderating our social media presence
- Editing and laying out briefing papers for politicians using Environment Victoria's Indesign template
- Writing, editing and uploading blogs and online petitions on the Environment Victoria website

SELECTION CRITERIA

We're looking for a communications professional with a broad and adaptable set of skills and the role can be tailored to your expertise. **If you have demonstrated abilities across *many but not all* of the core skills then we encourage you to apply.**

Personal attributes:

- Passion for climate and environmental justice
- Strong interpersonal skills with an ability to work well in a team, communicate with volunteers and work with a supervisor
- Ability to take initiative, experiment and test new ideas
- Savvy eye for important news content

Core Skills

- **Excellent written communication skills**, with the ability to extract core messages and distill them into snappy headlines and engaging content that resonates with the target audience
- **Awareness of *Victoria's* climate policies and the state political landscape**, especially on key issues around energy and the environment
- **Ability to empower supporters** with effective calls to action, powerful storytelling and engaging theories of change
- **Experience managing the online presence** for a brand or organisation
- **Intimate working knowledge of Facebook, Instagram and Twitter** and how they can be used to grow audiences and engage supporters
- Experience in setting up, managing and evaluating paid **Facebook advertising**
- **Experience using Adobe suite, especially Indesign**, to *quickly* produce graphics and flyers from provided templates

Desirable Skills

- Experience with video editing and production
- Experience using Mailchimp including features such as A/B testing, flow automation and segmentation
- Basic knowledge of HTML and the ability to tweak simple page layouts and embed third-party tools
- Experience setting up and managing Google Search Ads
- Experience with the Wordpress platform
- Experience using Nationbuilder to filter and export data
- Ability to use advanced spreadsheet functions and formulas to filter and extract data

TERMS AND CONDITIONS

- This is a fixed term 9 month contract
- The role is 4 days per week (0.8 FTE) with exact days to be negotiated with the successful applicant
- Remuneration is at EV Level 4 — \$78,032 to \$86,825 pro rata plus superannuation and generous leave benefits (*The exact pay point will be based on the level relevant experience*)
- Environment Victoria is strictly non-partisan and an equal opportunity employer
- After hours and weekend work may be required on a very occasional basis strictly in accordance with our EBA
- Environment Victoria staff are required to operate in a manner consistent with organisational policies

HOW TO APPLY

Please email your application to admin@environmentvictoria.org.au by 9am on Friday, 6th August 2021 and include the following:

- **A cover letter (max 1 page)** explaining your interest in the role and articulating how you meet the 'core skills' and 'desirable skills' in the Selection Criteria. **Note *we do not expect you to address every single core skill in our list* – please only address the ones that are most relevant to your experience.**
- **A current CV**, including names and contact details of two referees
- **Please include at least one example of your written work** – for example a campaign email, opinion article, social media content, video script or something else.

We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with a disability and members of the LGBTIQ+ community.

For questions *not addressed by the position description* contact Communications Manager Cameron Wheatley on 0425 345 941 or c.wheatley@environmentvictoria.org.au