



## Digital Content and Mobilisation Coordinator Position Description

<b>TITLE</b>	<b>Digital Content and Mobilisation Coordinator</b>
<b>REPORTS TO</b>	Communications Manager
<b>LOCATION</b>	60 Leicester St, Carlton (with some flexibility to work from home)
<b>CLASSIFICATION</b>	EV3
<b>SALARY</b>	\$75,307 to \$85,607 /annum pro-rata, plus superannuation and generous leave conditions
<b>STATUS</b>	Permanent, part-time contract 0.8 FTE (4 days per week)
<b><i>Applications close Monday December 9<sup>th</sup>. The role is available for an immediate start, with flexibility for a January 2025 commencement if required.</i></b>	

**We're looking for a skilled communicator who is passionate about environmental justice and knows how to motivate people to take action!**

### **WHO WE ARE**

Environment Victoria is building a movement of people across Victoria to create a just society living in harmony with a healthy environment. We are one of Australia's leading not-for-profit environment groups, with a history of running strategic, people-powered, campaigns that win just solutions to the biggest environmental problems of the day.

Our team of around 29 staff and hundreds of volunteers is nimble, creative and fun. We strive for justice, equity, diversity and inclusion in our work and are committed to building,



## Digital Content and Mobilisation Coordinator Position Description

and supporting, a team that mirrors the rich diversity of the Victorian community in which we work.

### ABOUT YOU

The ideal candidate for this role is committed to social and environmental justice and has at least three years of experience in advocacy, campaigning, communications, digital media, marketing or related fields (this may include volunteering and industry placements as well as work experience).

You take pride in your work, have an eye for detail and possess excellent written and visual communication skills. You understand how values and framing shape public opinion, how to clearly articulate complex ideas and how to motivate people to take action.

You're a creative problem solver, a strategic thinker and a fast learner who is excited to make a difference and try new things within a small team.

If you have a different kind of experience and don't meet all the specific criteria listed here but feel you could bring something unique and valuable to this role, we'd love to hear from you.

### THE ROLE

Our small and nimble communications team plays a central role across the organisation. From helping to prepare and edit print publications, delivering multi-platform digital campaigns, and helping to shape campaign strategy and tactics.

So, while no single day or week will be the same, your typical responsibilities would involve;

- Working with the communications team, community organisers and campaigns team to develop and implement creative tactics that engage our supporter base



## Digital Content and Mobilisation Coordinator Position Description

- Creating snappy social media content that is on-message and on-brand
- Implementing digital advertising campaigns, moderating comments and reporting on results
- Monitoring the news and alerting relevant campaigners to key stories
- Writing and sending campaign emails with guidance from the communications manager and campaigns team
- Writing, editing and publishing articles and online petitions on the Environment Victoria website
- Working with our community organising team to mobilise our supporters during key campaign moments
- Assisting with the production of print publications
- Simple graphic design and image editing

### KEY SELECTION CRITERIA

As a small team with a broad range of responsibilities we are open to shaping this role around your unique strengths. We do not expect a candidate to possess every single one of these skills.

#### Core skills

- **A strong eye for detail and excellent written and visual communication skills**
- **Strong interpersonal skills.** This role requires a lot of cross-team collaboration and experimentation. The successful candidate will be someone who shows consideration for others, can give and receive feedback with generosity, and who treats all people with dignity and respect.
- **Experience writing, producing and editing compelling content** for a range of platforms
- **An up-to-date understanding of social media trends and platforms** like Bluesky, Instagram and Facebook, and how they can be leveraged to influence decision-makers and to engage supporters
- **Experience with advertising on Facebook and Instagram**



## Digital Content and Mobilisation Coordinator Position Description

- **The ability to extract and distill core campaign messages** into short and snappy copy
- **Knowledge of the Victorian political landscape**, especially in relation to renewable energy and environmental issues
- **Ability to empower supporters** with effective calls to action, powerful storytelling and engaging theories of change
- **Ability to show initiative, experiment and test new ideas**

### Desirable Skills

- Experience with the Adobe suite, especially InDesign, for document layout and graphic design using provided templates
- Experience with developing campaign tactics in an advocacy or social change context
- An understanding of the latest research on climate communication
- Experience with the Google Ads platform
- Experience with tools for simple, quick turnaround video production
- Experience with WordPress
- Basic knowledge of html coding

### THE BENEFITS OF WORKING AT ENVIRONMENT VICTORIA

We believe in the power of people to make a meaningful impact across the state. We are proud of our team culture and work with intention to foster a workplace grounded in our core values of love, justice, courage, innovation and impact.

Environment Victoria Enterprise Agreement also offers excellent conditions, including:

- Annual automatic wage increases and a competitive pay scale that allows people to progress annually within their pay range.



## Digital Content and Mobilisation Coordinator Position Description

- 5 weeks pro rata annual leave. Plus additional gratis leave days for Easter Tuesday, Melbourne cup Monday and the days between Christmas and New Year
- Rider-friendly office facilities, such as showers and secure bike storage
- Subsidised access to commercial car share scheme for personal use
- Access to an Employee Assistance Program, which includes counselling, financial advice, and managerial support
- Leave policies to cater to a variety of diverse needs, including (but not limited to):
  - Paid overtime at 1.5x for additional directed hours
  - One day additional leave per year for house moving
  - 16 weeks of paid parental leave, including support for both birthing and non-birthing parents
  - 12 days of leave for menstrual and menopause-related needs
  - Superannuation paid for up to two years whilst on parental leave

### TERMS AND CONDITIONS

The position is a permanent part-time (0.8 FTE) position based in the 60L 'Green Building' in Carlton.

This position is classified as EV3 with a pay range of \$75,307 to \$85,607 /annum pro-rata, plus superannuation and generous leave conditions. The commencing pay point will be determined by the successful candidate's number of years of recent relevant experience, as defined in the Environment Victoria Enterprise Agreement.

- Environment Victoria is an equal opportunity employer
- Environment Victoria staff are required to operate in a manner consistent with organisational policies
- After hours and weekend work may be required and is covered by flexi time and time-off-in-lieu provisions.
- Applicants must have the right to work in Australia, including a valid, appropriate, visa where applicable



## Digital Content and Mobilisation Coordinator Position Description

The Environment Victoria Enterprise Agreement provides exceptional entitlements including more than 5 weeks of annual leave, generous parental leave conditions and sector leading measures to tackle the gender super gap.

### REPORTING

The successful applicant will report to the Communications Manager.

### HOW TO APPLY

To apply please submit the following to **admin@environmentvictoria.org.au**:

- **A cover letter** explaining your interest in the role and how you meet the key selection criteria (maximum 2 pages).
- **A current CV**, including names and contact details of 2 referees (maximum 2 pages).
- **At least two relevant examples of your work**, this could include graphics, emails, digital strategies, messaging guides, articles, publications, videos etc.

**Applications close Monday December 9<sup>th</sup>. The role is available for an immediate start, with flexibility for a January 2025 commencement if required.**

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

All applications received will be screened to ensure they include the requested information in the appropriate format. Applicants will be advised if they have submitted an invalid application enabling them to resubmit before applications close.

For more information about the position contact our Communications Manager, Cameron Wheatley, at [c.wheatley@environmentvictoria.org.au](mailto:c.wheatley@environmentvictoria.org.au)