

Position Profile

Designation:	Communications Assistant (Graduate)
Reporting to:	Social Media Manager
Supervising:	From time-to-time staff, volunteers and a range of contractors
Based in:	As agreed
Contract type:	Permanent, Full Time

Organisational context:

Australian Wildlife Conservancy is the largest private owner and manager of land for conservation in Australia, protecting endangered wildlife across more than 12.5 million hectares in iconic regions such as the Kimberley, Cape York, Kati Thanda-Lake Eyre and the Top End. Recognising that 'business as usual' for conservation in Australia will mean additional extinctions, AWC is developing and implementing a new model for conservation.

AWC's mission - *to deliver effective conservation for all native animal species and their habitats* - is highly reliant on all AWC working collaboratively with each other under a model called OneAWC.

OneAWC is defined as 'a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders. A group of people who all understand AWC's mission, vision and their role in contributing to the achievement of mission and vision, all connected and working towards a common purpose, guided by a set of shared values'. The delivery of AWC's mission is highly reliant on all of AWC working collaboratively with each other.

Values of AWC:

AWC's work is directed at achieving our mission – the effective conservation of Australia's wildlife and their habitats – and is guided by the following values. At AWC, we are:

- **Respectful** – demonstrating care, recognition and integrity
- **Informed** – working together to acquire and apply evidence, knowledge and experience
- **Dedicated** – committed to delivering effective outcomes, with resilience and tenacity
- **Innovative** – applying creative thinking for effective solutions
- **Accountable** – taking ownership of our actions and outcomes
- **Sustainable** – delivering long-term financial and ecological viability

Critical competencies

1. Strong writing abilities and journalistic flair (ability to research, write, and curate stories that impact the mind and heart of AWC's key audience groups)
2. Demonstrated experience in content production, including sound experience in producing and editing copy, video, and photo content for all content channels
3. Exceptional grammar and attention to detail
4. Excellent organisational skills including a demonstrated ability to prioritise and execute many tasks/projects in an efficient manner
5. Excellent interpersonal skills including the ability to:
 - i. work effectively as part of a small team; and,

- ii. establish and maintain relationships with a diverse range of stakeholders.
- 6. A passion for the conservation of Australia's wildlife and habitats, and sound knowledge of issues associated with conservation land management and threatened species conservation in Australia

Qualifications:

1. A formal tertiary qualification or significant and proven relevant expertise
2. A background in Communications, Journalism, or Digital Marketing

Licenses & Certificates:

1. Police clearance certificate

Responsibilities:

1. Content creation and community engagement
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> • Contribute to the creation of inspiring content that engages AWC's key audiences and helps us achieve our business goals • Develop relationships and processes that help unlock great stories from across AWC and build positive relationships with AWC partners, influencers and other key stakeholders • Assist with the scheduling and moderation of AWC's social media channels, ensuring the community is nurtured and post reach is maximised with responses to comments and inboxes
2. Project management
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> • Project manage communications activities to ensure clear, results-driven plans are in place and implemented in a collaborative and creative manner - on time and within budget • Proactively solve issues that impede progress, or escalate as required • Consult and collaborate effectively with all internal and external stakeholders to deliver integrated communications campaigns as required
3. Knowledge management
<ul style="list-style-type: none"> • Keep up to date the innovations, trends and issues within the digital marketing and social media environment • Help drive improvements in knowledge and document sharing at AWC
4. Undertake other professional tasks, as required
<ul style="list-style-type: none"> • May be required to travel occasionally to remote locations to assist with communications activities. You must be physically able to undertake remote travel. • Assist the Marketing and Communications Executive with other tasks as required • Comply with AWC policies and procedures • Champion AWC values and ONEAWC approach