

POSITION VACANT

Marketing Officer / Digital Campaigner

This is an exciting opportunity for a talented marketing professional with 2 or 3 years plus experience in a marketing role to help support the growth of a dynamic national environmental organisation tackling one of the greatest threats to biodiversity – invasive species.

Position:	Marketing Officer / Digital Campaigner
Reports to:	Marketing and Engagement Manager
Basis:	Full time
Location:	Remote home or shared office. Applicants close to Melbourne are encouraged to apply. All locations are welcome.
Duration:	Two-year contract, extension possible
Salary range:	\$70,000-\$80,000 plus 10.5% super, depending on skills and experience. Salary packing is additional.

Job description

The purpose of this role is to promote the mission of the Invasive Species Council and assist the conservation and marketing teams to deliver their digital promotions.

You will be enthusiastic and organised, with strong communication, copywriting, content creation and technology skills. You will be passionate about using digital communications to mobilise people and create positive change.

Working as part of a team and reporting to the Head of Marketing and Engagement, your key tasks are to coordinate the day-to-day communications to implement the marketing strategy to achieve growth targets and help the Invasive Species Council build a movement of Australians to protect biodiversity from the growing threat of invasive species.

The role is responsible for operationalising outgoing and internal communications, the development and implementation of digital content, and assisting with online and offline marketing and campaign materials and campaigns.

The role will also involve coordinating social media and website content creation and assisting with events. It will also include tracking results and providing reports that assist in analysis to improve communications.

We are looking for someone with good copy writing and digital skills, visual and design capabilities, who loves social media and learning new skills.

This is an exciting opportunity for a driven and passionate environmentalist to join Australia's leading advocacy organisation tackling invasive species at a very exciting time.

Responsibilities

- Day to day operation of social media – create, edit and manage multimedia content for Facebook, Instagram, Twitter and YouTube.
- Day to day operation of all eDMs including e-newsletters and other Mailchimp output.
- Manage communications schedule, including social media calendar.
- Support campaigns/marketing team to draft media releases and liaise with media.
- Collaborate creatively with a range of teams across the organisation.
- Update web content and draft, edit and proof copy for donor care, campaign material, annual report and other communications.

- Work with the senior content producer and senior communications officer in the production of some communications materials including flyers, promotional material, invitations and website content.
- Work with the team on communications strategies for specific projects.
- Build on existing social media strategies to expand content output and innovate on delivery.
- Expand on existing digital strategies and work with the marketing team on new content ideas.
- Assist in running events, managing promotion including FB advertising for lead gen and creation of promotional materials.
- Tracking and reporting for digital campaigns and tests and providing initial analysis.
- Assist in developing processes and procedures for the marketing team.
- Proactively contribute to the culture at ISC: a positive, fun, and value-driven culture within the team and ISC.
- Other duties as determined by the Marketing and Engagement Manager/Director of Marketing and Engagement/Advocacy Manager from time to time.

Selection Criteria

Essential

- Relevant tertiary qualifications in marketing, communications, marketing, journalism, media or other related areas and/or proven experience.
- Previous experience running social media campaigns and a high level of proficiency creating content for and managing Facebook, Instagram and Twitter.
- Proficiency in writing copy and creating digital content with an eye for design: text, images, video.
- Excellent verbal and written communication skills,
- Demonstrated project development and campaign planning skills
- Experience using programs like WordPress, Mailchimp, Canva and basic proficiency in design programs like InDesign and/or Photoshop.
- Experience running or assisting with events and forums.
- Ability to manage expectations and work well with different teams and stakeholders, and ability to work autonomously.
- Ability to work under deadline pressure with diverse, dispersed teams and to develop and deliver shared projects.
- Ability to stay abreast of a rapidly shifting policy, technology and campaigns environment
- Ability to analyse and report on data in a range of platforms including Meta, Google Analytics, Wordpress and Mailchimp

Desirable

- Fundraising copywriting and lead gen experience
- Detailed understanding of environment, agricultural and/or biosecurity issues and experience working for an advocacy organisation.
- Passionate about growing and strengthening a movement of people to protect biodiversity by tackling invasive species.

Location: Remote home or shared office. Applicants close to Canberra/Sydney/Melbourne/ Brisbane/Katoomba are encouraged to apply. The Invasive Species Council supports decentralised working arrangements.

Applications

Please send a resume and a statement explaining how you meet each of the selection criteria to administration office by email - recruitment@invasives.org.au. Applications that do not directly address each criterion will not be accepted.

Applications close: We are hoping to hire ASAP and will close recruitment by Monday 21st August 2023. Should the right candidate apply before this date, we will proceed to interview. So get your application in!

More info

Contact the Marketing and Development Director, Amber Sprunt on 0437 388 895 or CEO Andrew Cox on 0438 588 040 for any further information.

About the Invasive Species Council

The Invasive Species Council is a non-government, donor-funded organisation that seeks to build a stronger, more collaborative biosecurity system that reduces the threat of invasive species to nature in Australia.

Invasive species have been the major cause of Australian animal extinctions since colonisation, and their threat is escalating as more invaders arrive, spread and interact with other threats. More effective prevention, eradication and control of invasive species is essential for the survival and recovery of thousands of threatened and declining species.

Formed in 2002, the Invasive Species Council is Australia's only environmental organisation dedicated to strategically tackling this issue and has made numerous interventions that have reduced the environmental impacts from invasive species.

Over recent years we have:

- Won commitments from the incoming NSW government including 100 new pest and weed officers for National Parks in 2023.
- Won increased investment from the federal government to tackle Yellow Crazy Ants and Gamba grass at the federal election in 2022.
- in 2022 protected Tasmanian Wilderness World Heritage Area from feral deer by securing a commitment in the Tasmanian governments deer strategy to keep the WHA deer free.
- from 2022 - 2016 Protecting Queensland's Wet Tropics World Heritage Area from Yellow crazy ants which are now in retreat with an eradication program in place for the tropical far north in Cairns.
- In 2021, protected Kosciuszko National Park from a growing plague of feral horses by winning a new NSW plan to actively manage feral horses from 14,000 to 3000 by 2026.
- In 2020 secured \$18M over 4 years in Victorian government investment for on-ground feral deer control as part of the new deer management strategy.
- Played a major role in the establishment of the national office of environmental biosecurity.
- In 2017 secured \$411 million over ten years to eradicate red fire ants from south east Queensland.
- played a leadership role in promoting 2021-2030 as the Decade of Biosecurity.

Our 2022-2030 Strategic Plan and other background information can be found on our website: invasives.org.au.

Last updated: 20 July 2023.