

## Digital Content Coordinator

### The Position

The Digital Content Coordinator will work to deliver our audience engagement strategies and create and publish engaging content on core Wilderness Society platforms—including LinkedIn, Twitter, Facebook and Instagram—to drive strategic communications goals.

This position is responsible for designing, producing, project managing and measuring effectiveness of media and social media content across Wilderness Society campaign priorities. Collaboration with people across the organisation will be key in producing creative content for our different audience engagement channels.

The role will also proactively identify opportunities to elevate Wilderness Society campaigns and brand by leveraging social conversations, trending topics in the news cycle, external events, and other moments to deepen and grow engagement with key target audiences.

<b>Employer</b>	The Wilderness Society Ltd	<b>Department</b>	Communications
<b>Location</b>	Melbourne, Sydney	<b>Level</b>	4
<b>Tenure</b>	Full time, fixed term 12 months	<b>Hours</b>	37.5 (9am - 5pm including some irregular hours when the unique demands of social media and/or campaigns require it)
<b>Reports to</b>	Head of Digital		

### Responsibilities

Key Responsibilities
<p><b>Strategy and Delivery</b></p> <ul style="list-style-type: none"> <li>• Identify and create compelling content for the Wilderness Society's social media channels.</li> <li>• Implement digital media plans, produce written and visual content (e.g., copy, photos, videos, animated GIFs) and audience engagement products—from quick-turnaround projects to larger ongoing campaigns.</li> <li>• Produce material for target audiences while maintaining consistent brand voice and guidelines.</li> <li>• Contribute to the development of social media strategies and tactics for campaigns, fundraising, media and mobilisation teams.</li> <li>• Demonstrate a strategic communications savviness and ability to maintain up-to-date knowledge of social media principles, best practices and emerging trends.</li> <li>• Work with external agencies to deploy digital ads across social media channels to achieve</li> </ul>



- mobilisation, lead generation and brand awareness objectives,.
- Support the distribution of media stories, coordinate media releases and monitor media mentions.
- Manage social and news media listening tools, identify stories of interest to share on social.
- Help the Supporter Care team to moderate and respond to feedback, questions, comments and replies on our social media challenges.
- Keep up-to-date with latest communications trends to maximise opportunities for Wilderness Society.

#### **Budget management, reporting and campaign evaluation**

- Ensure all activity is delivered within agreed budgets and established timeframes
- Assist the Head of Digital to track and report on the performance of social media content and engagement of online communities.

#### **People and Communication**

- Engage with Communications team in daily content planning and scheduling via Zoom.
- Ensure all external interactions portray TWS as a professional and caring organisation with a passion for its purpose.
- Collaborate with subject matter experts and campaign leads across all national locations.
- Actively seek professional development.

#### **Risk Management and Compliance**

- Work within the organisation's system governance frameworks.
- Support a safe and healthy work environment through participation in Work Health, Safety and Wellbeing initiatives.
- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Actively participate in the identification and mitigation of risks within the organisations risk management framework.

### **Knowledge and Skills**

Essential	Desirable
<ul style="list-style-type: none"><li>• A minimum of 3 years of experience in a social media or media production role</li><li>• Graphic design, image and video editing skills, using Adobe Suite or similar.</li><li>• Strong organisational skills, attention to detail, excellent verbal/written communication, proofreading skill and project management experience.</li><li>• The ability to adapt complex issues into simple concepts and tailor messages to different audiences and mediums.</li><li>• Experience working within an enterprise social media content management system and paid social platforms.</li><li>• Experience with media monitoring platforms and distributing media updates.</li><li>• Familiarity with online marketing and</li></ul>	<ul style="list-style-type: none"><li>• Experience using Facebook ads manager for advertising to achieve mobilisation, lead generation and brand awareness objectives.</li><li>• Experience developing digital influencer strategies or campaigns to drive online engagement with target audiences.</li><li>• A proven commitment to, and understanding of, the not-for-profit sector</li><li>• Previous experience with digital marketing and social media advertising platforms.</li><li>• Experience using Google Analytics and Google Ads</li></ul>



<p>fundraising concepts, best practices and procedures</p> <ul style="list-style-type: none"><li>• Experience in social media KPI reporting and analysis.</li><li>• Proven ability to produce creative, news-worthy and share-worthy content for target audiences across Facebook, LinkedIn, Instagram and Twitter.</li><li>• Experience using a consistent social media voice, tone and in breaking news situations or on controversial issues.</li><li>• Commitment to the Wilderness Society's values</li><li>• Collaborative by nature, with experience working across dispersed teams and comfortable with absorbing and applying constructive feedback from colleagues.</li></ul>	<ul style="list-style-type: none"><li>• Experience working remotely with a team via video and shared digital collaboration channels.</li><li>• Experience or engagement with Environmental NGOs or campaigns.</li></ul>
---	---