

Foundation for National Parks & Wildlife



Position Description

Title: Online Communications and Publications Coordinator

1) Purpose of the position

This role manages a range of communications channels including media, publications and online to grow awareness of the organisation and its programs. The Online Communications and Publications Coordinator is responsible for the website and the organisation's publications.

In addition, this position works with the team on media and communications campaigns and overarching strategy implementation.

Main responsibilities are;

- To produce the organisation's print and online publications from content to graphic design and production
- To develop and produce marketing collateral to support the organisation's fundraising and awareness raising campaigns
- To manage the functionality, structure and content of the website in liaison with other staff
- To support the organisation's media and business partnerships unit by preparing and distributing media releases and implement media campaigns as required.

2) Organisational Relationship

Position Title of Supervisor:

Media and Partnerships Manager

Position Title(s) that also report to Supervisor:

Nil

Committees that this position liaises with:

Nil

Titles of positions that report to this position:

Nil, but responsible from time-to-time for managing contractors/consultants and volunteers

Budget and delegations:

Nil, but responsible for developing and monitoring budgets, and reporting on income and expenditure for communication projects

Organisational context of the position

The Foundation for National Parks & Wildlife is an environmental charity established in 1970. The Foundation is Australian, independent, and non-controversial, funding on-ground projects rather than political lobbying. The Foundation is governed by an independent Board of Directors.

Since its establishment, the Foundation has raised over \$36 million for conservation projects. The Foundation raises funds from individuals, businesses, government and trusts & foundations, and provides funds for:

- land purchase for national parks
- threatened species recovery and research



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- environmental education and awareness-raising for schools and the wider community
- cultural heritage conservation in parks for Aboriginal and non-Aboriginal sites
- visitor facilities in parks such as walking tracks, viewing platforms, interpretive signage and disabled access.

The Foundation is NSW-based, but operates in other states of Australia. In NSW it works closely with the NSW Department of Environment & Climate Change (including the National Parks & Wildlife Service) and other peak environmental groups.

3) Scope of the position

3.1) Online Communications

- Write, compile and/or provide all editorial content and ensure editorial accuracy as needed for the organisation's website and online publications, including copy and images
- Manage the technical development of the web-site, including structure, style sheets, page templates and javascript as required
- Apply corporate guidelines to web content standards
- Develop online communities through forum, gallery and other interactive content
- Design and implement strategies and campaigns to increase traffic to the website, capture visitor data and increase online donations
- Manage all email broadcasts from content to distributions using existing software applications
- Monitor and report website statistics

3.1) Publications

- Write, compile and/or provide editorial content for the Foundation's publications including but not limited to donation appeal letters, brochures, annual report, quarterly newsletter PAWS, email campaigns, web-site and information kits
- Produce contemporary layouts for print and online publication
- Produce online publications with maximum readability and easy navigation and distribute to subscribers
- Produce print-ready files and liaise with printers and suppliers to deliver and distribute final product
- Manage subscriber database
- Development of e-marketing strategies to grow web traffic, online donations and supporter database
- Develop promotional materials and designs including brochures, donation letters, invitations, programs and menus, certificates, posters, etc.
- Liaise with graphic designers and printers as needed
- Identify potential partners and leverage pro-bono marketing opportunities

3.1) Media Relations

- Assist with the implementation of the FNPW communication plan and media campaigns
- Research, develop, write and pitch creative story ideas, materials and articles/releases as required
- Assist with the production of media materials, including media releases, media advisories, draft quotes and statements, media kits and information brochures
- Build a media resources centre on the FNPW website



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- Evaluate media coverage through media clippings, content analysis and audience feedback and maintain clipping file

3.6) Other

- Assist with event management as needed
- Perform other tasks and responsibilities as assigned by the supervisor
- Observe social and political trends in the environment and charity sector that might affect FNPW and its campaigns and make recommendations to enhance the organisation's performance and profile
- Support the mission statement and values of FNPW and support quality improvement in all areas of operations.

4) Key Accountabilities

- To manage the annual Golden Paw Award and threatened species awareness program including promotions, media campaign, event and sponsorship.
- To maintain and develop the look and editorial content of the FNPW web-site
- To seek and manage media opportunities to promote FNPW appeals and projects
- To produce the quarterly newsletter PAWS
- To produce monthly B-mail and Backyard Buddies education material
- To produce the FNPW annual Report and information kits
- To design visual/graphic component of promotional material (slide-shows, invitations, reports, publications, etc.)

5) Knowledge & skills

General skills

- Excellent interpersonal communication skills
- Excellent written and visual communications for print and online
- Strong organizational skills
- Ability to work in a low resource environment
- Ability to work independently and as part of a team
- Ability to establish priorities and meet deadlines
- Ability to communicate effectively in person, in writing and by phone in a prompt and courteous manner to assure the FNPW standards for donor contact and protocol are met

Specialist skills

- Ability to design and produce print-ready publications and marketing materials
- Photography, digital photo editing and graphic design skills
- Knowledge of MS Office (Word, Excel, Outlook, etc.),
- Proficiency in Adobe applications (Illustrator, Dreamweaver, Photoshop), Internet research techniques and confidence in use of MS DOS database applications
- Proven experience in web content preparation and publishing



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- Ability to code html with a graphic html editor such as Dreamweaver
- Familiarity with Cascading Stylesheets and javascript
- Ability to apply corporate guidelines for web content standards
- Familiarity with website tracking and reporting

6) Experience & Qualifications

- Relevant tertiary education in communications and design or equivalent experience
- Managing publications for print and online from content to production
- Design and production of promotional materials
- Media relations

7) Key Performance Indicators

- Design and produce 3 issues of PAWS newsletter per year plus 1 annual report for print and online
- Design, produce and distribute a monthly email newsletter B-mail Maintain and develop web-site design, functionality and content
- Manage an annual Threatened Species Awareness-raising Campaign ie; Golden Paw Award and TS media campaign (clippings, sponsorship report, feedback)
- Achieve positive media coverage as required
- Maintain a consistent corporate image in all publications and online communications