

Watergum Community Inc. is seeking to employ a Marketing and Communications Officer. The position is for 28 hours a week (potential for more), based at our head office in Burleigh Heads, Gold Coast.

Watergum is about helping the community to be part of real on-ground environmental initiatives. Watergum has been active for over 20 years and is a business oriented not-for-profit organisation and registered charity. We help people gain skills, knowledge and a better understanding of the environment. Collectively we restore and maintain our landscapes to places of beauty, clean water and native habitat that will support our community and wildlife for generations to come.

Detailed Job Description

Job title: Marketing and Communications Officer

Reporting to: Chief Executive Officer

Salary: Base salary FTE 52K-55K + Super. (0.6 FTE = \$31.2K-33K + Super

Hours: Part-time, 56 hours/fortnight (0.6 FTE). Potential to go full time.

Location: Based at the Watergum office of 8/23 Hutchinson Street, Burleigh Heads, 4220. Travel to work sites will be necessary as part of this role in the Gold Coast area and potentially further to other regions.

Job Description - Marketing and Communications Officer

The position will work closely with and report to the Chief Executive Officer to help promote the organisation and its activities and achievements. The role consists of implementing communications and media plans, including the website and social media interactions, key media stakeholder engagement and ensures to effectively promote the organisations initiatives and achievements. The role will require someone who is flexible and adaptive in an ever-changing environment and someone who is willing to work evenings and weekends from time to time.

In return, Watergum can offer the following for you:

- Make a difference for the future of our Flora and Fauna
- Make great community connections and opportunities to build and grow within the organisation
- Flexible work hours, great location, team building days and work in a charity environment
- Be part of a passionate and vibrant team

Responsibilities and duties

- Together with the Chief Executive Officer, create, coordinate and execute a cross platform marketing and communications strategy.
- Create, coordinate and execute marketing, content and communications in line with the organisations mission and vision
- Develop a consistent high standard of accurate and engaging content including media releases, product marketing and education.
- Maintain and manage the Watergum website and online materials (wordpress & canva).
- Maintain the contact management system for a whole of organisation.
- Develop and facilitate awareness and fundraising campaigns as required.
- Maintain a clean and safe workplace, abide by workplace health and safety policies and procedures.
- Other tasks as directed.

Academic and trade qualifications

Essential qualifications

- Tertiary qualifications preferably in Media and Communications (3rd or 4th year student or recent graduates very welcome to apply. Preferred discipline marketing, communications, PR, Media, Community Engagement).
- Drivers License C

Work experience and skills

Essential experience

- Passion for the environment or experience in working or volunteering in the environmental sector to be able to have an understanding of the messaging required.
- Experience in basic graphic design and basic video editing (we utilise Canva)
- Strong writing skills including a proven ability to write media briefings and content for online/social media channels, website, and printed resources.
- Understanding of product marketing strategies and communications
- Keen willingness to learn content management systems in the delivery and maintenance of website and e-Newsletters, and social media.
- Experience or keen willingness to learn Search Engine Optimisation

Desirable qualifications

- Experience working with the media
- Strong planning, organising, time management and problem-solving skills
- Microsoft office skills (Word, Excel, PowerPoint)
- Experience with Microsoft Teams
- Experience with Monday.com

Personal qualities and behavioural traits

Essential qualities or behaviours

- Ability to be flexible, adaptive, and proactive, and agile to the changing needs of the organisation and working within tight timeframes.
- Organised and able to meet deadlines
- Able to work under supervision as well as being a team player
- Willingness to go above and beyond when needed

Desirable qualities or behaviours

- Willingness to learn and grow
- Passionate about the environment

Relationships

Details of relationships relevant to this role

- This position will be trained by the Chief Executive Officer with ongoing support and supervision
- This position will report to the Chief Executive Officer
- Internal relationships with other Watergum staff members should always be respectful and inclusive. Watergum has a small, close-knit team and aims to provide a friendly and inclusive work environment for all.
- When communicating with external persons, e.g. customers, council and other organisations, the relationship will remain professional and respectful at all times.
- Watergum is a non-political organisation and respects the views of everyone. Personal views are welcomed; however we ask for these to be expressed in a non-political manner in external communications to uphold Watergums values.