



# AUSTRALIAN LAND CONSERVATION ALLIANCE



## POSITION DESCRIPTION

### Communication and Engagement Lead

<b>Job Title</b>	Communication and Engagement Lead	<b>Status</b>	Fixed term (12 months) with potential to extend
<b>Location</b>	ACT or NSW preferred	<b>Hours</b>	38 hours per week
<b>Reporting to</b>	CEO	<b>Salary</b>	\$85,000-\$95,000 plus superannuation

#### About ALCA

---

ALCA was formed in 2011 and is a membership-based network that brings together the Australian state-level land trusts and other major organisations working in land conservation. These organisations individually and collectively contribute to the achievement of local, national and international biodiversity conservation goals on private land. With private land playing an increasingly important role in the achievement of nature conservation in Australia, ALCA has a significant stake in, and can significantly contribute to, the delivery of conservation outcomes on private land. See [www.alca.org.au](http://www.alca.org.au).

Since its inception, ALCA has represented and profiled its constituency by: providing policy advice and submissions on a range of issues such as climate, taxation, biodiversity and other land and water sector strategies and plans; providing fora for emerging issues such as conservation impact investment; undertaking research and project based initiatives; and, since 2014, convening an increasingly popular and well attended annual national private land conservation conference.

#### Position Purpose Statement

---

The Communication and Engagement Lead is a dynamic and rewarding role working on positive engagement and communications activities with purpose that seek to educate, inform and build support for private land conservation that will ultimately result in increased protection and investment in private land.

The role is responsible for internal and external communications promoting understanding of the value of private land conservation. The role will build meaningful engagement of and support by members, key stakeholders, the broader community, business and government in private land conservation and ALCA's work.

The Communication and Engagement Lead works collaboratively with ALCA staff, Members, collaborators and supporters to broker and share knowledge, stories and messages that support ALCA's strategies and major programs.

A key purpose for this position is to drive a collaboration between the Pew Charitable Trusts (Pew) and ALCA to increase the scale of privately owned and managed land protected by 2030.

This position is an excellent opportunity for an individual with strong media and communications skills and demonstrated stakeholder engagement. Your experience working with business, government and within political contexts will be a valuable contribution to the team.



# AUSTRALIAN LAND CONSERVATION ALLIANCE



**Reporting Line:** this position reports directly to the CEO, works across all ALCA program areas, and may be part of various collaborative Program Teams. The position will work with considerable autonomy.

**Remuneration:** Salary range of \$85,000-\$95,000 plus superannuation. This contract is fixed term (12 months) but may be extended subject to funding.

**Hours:** Full time (38 hours per week) or other arrangements by negotiation. The position may require travel to other states and territories, including occasional overnight.

**Location:** This position's preferred location is the ACT or NSW. Open to negotiation for the most suitable applicant. ALCA does not currently have an office of its own, and so working from home and/or from a Member organisation's office or other premise will be agreed.

## Key Responsibilities

---

1. Work with ALCA staff, Members and collaborators to develop and implement communications strategies for ALCA, including for priority programs, specifically the Private Land Conservation Program.
2. Act as a knowledge and story broker between ALCA and its Members to support key communications, engagement and education pieces, creating compelling content and managing its impact across various platforms.
3. Produce and disseminate communications products and materials including: research reports, brochures, video, photography, website and social media as required.
4. Effectively and actively promote program materials to build awareness and understanding to meet identified program objectives.
5. Work with ALCA staff, Members and collaborators to secure regular, positive media coverage.
6. Build and maintain strategic relationships across Members and collaborators, media, political, business, and other influential sectors to build and demonstrate support for private land conservation, including through the provision of key knowledge, education and information pieces, case studies and reports as required.
7. Work collaboratively with team members to build awareness of key Program objectives and secure support from stakeholders, government and conservation landholders;
8. Other duties as directed.

## Selection Criteria

---



# AUSTRALIAN LAND CONSERVATION ALLIANCE



You must demonstrate:

1. Strong motivation and passion to protect nature and culture to achieve a healthy and resilient Australia. Knowledge of conservation, natural resource management, farming and/or Indigenous land management.
2. Demonstrated experience and skills in media and communications, including experience in delivering high impact digital communications, building relationships with media and generating coverage across a range of broadcast and print media.
3. Demonstrated experience engaging and managing a diverse range of stakeholders, identifying and using shared values to build collaborations and support for a common agenda. Experience in policy advocacy desirable.
4. Tertiary qualifications in a relevant field, for example, communications, environmental science, politics, law, social sciences etc. (or equivalent professional experience).
5. Competencies and personal attributes: Highly organised, self-motivated and collaborative, with strong engagement skills and a demonstrated ability to think strategically and creatively to achieved shared aims.

We actively encourage Aboriginal and Torres Strait Islander people, people from Culturally and Linguistically Diverse backgrounds, LGBTIQ+ people, a diverse range of genders, people with disability and others who have diverse experiences of our world to apply for this opportunity.