



AUSTRALIAN LAND CONSERVATION ALLIANCE



POSITION DESCRIPTION

Communications Lead

Job Title	Communications Lead	Status	Fixed term (12 months) with potential to extend
Location	Flexible with eastern states preferred	Hours	38 hours per week
Reporting to	CEO	Salary	\$85,000-\$95,000 plus superannuation

About ALCA

The Australian Land Conservation Alliance is the peak national body representing organisations that work to conserve, manage, and restore nature on privately managed land. We represent our members and supporters to grow the impact, capacity, and influence of private land conservation to achieve a healthy and resilient Australia. See www.alca.org.au.

ALCA member land conservation efforts have influenced over 3 million square kilometres with more than 4,000 landholders. Our members have over 70,000 supporters and our combined annual turnover exceeds \$260 million. Together ALCA and its members address some of the most pressing conservation issues across the country, including restoring endangered ecosystems, building the protected area estate, tackling invasive species, expanding private conservation finance, and funding and using nature-based solutions to tackle climate change.

We are a small, flexibly working and nimble organisation. Working with ALCA represents a unique opportunity to work across a broad and diverse sector implementing meaningful policy change, driving investment and building sector capability that will have lasting impact for nature.

Position Purpose Statement

The Communications Lead is a dynamic and rewarding role working on transformational communications activities with purpose that seek to transform the way the private land conservation sector is viewed, valued and delivers impact for a healthy and resilient Australia. Effective, transformational and targeted communications underpin ALCA's ability to deliver its four goals as outlined in its 2030 strategy: sector development; policy and regulation; investment; and people.

The role is responsible for all of ALCA's 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 Lead works collaboratively with ALCA staff, members, partners, collaborators and supporters to develop, broker and share knowledge, stories and messages that support ALCA's goals, objectives and activities. Aligned to the Global Biodiversity Framework, a key objective for this position is to support the collaboration between the Pew Charitable Trusts (Pew) and ALCA to support broad understanding, awareness of and need for an increase to the scale of privately owned and managed land protected by 2030.



AUSTRALIAN LAND CONSERVATION ALLIANCE



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

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 is expected to work from home and/or a member/partner organisation office, if appropriate. Eastern states are preferred.

Key Responsibilities

Communications strategy

- Develop and implement communication strategy/ies designed to build understanding and support for the value of enduring private land conservation, in line with ALCA's 2030 strategy.
- Manage collaborative and strategic relationships between ALCA, its member and partner organisations, with an aim to support key strategic projects, communications, engagement, and knowledge and education pieces, creating compelling content and managing impact across various platforms.

Media relations

- Manage and implement media strategies that contribute to a well-defined media presence for ALCA and positive media coverage of private land conservation, including maintaining strong relationships with key journalists and producers, and acting as the sole media contact for ALCA.
- Provide accurate and timely advice, training, and support to ALCA spokespeople on messaging, media interviews and other public speaking appearances.

Content production and coordination

- Write and edit copy, manage production and dissemination of communications products and materials including: media statements, research reports, brochures, video, photography, website and social media as required.
- Manage ALCA's public engagement systems including websites, social media accounts, email databases, knowledge and data archives and newsletter systems.
- Work collaboratively with team members to support the implementation of strategic objectives and manage contacts to secure support from stakeholders, government and conservation landholders.

Other duties as directed.



AUSTRALIAN LAND CONSERVATION ALLIANCE



Selection Criteria

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**, communications and/or marketing, including experience in delivering high impact digital communications, building relationships with media and generating coverage across a range of national and state broadcast and print media.
3. **Superior oral and written communications skills**. Proven experience drafting media materials and other documents including press releases, fact sheets and op-eds. Experience or capacity to assess complex scientific studies and public policy proposals and translating them into compelling stories that resonate with the public.
4. **Demonstrated experience engaging** and managing a diverse range of stakeholders, identifying and using shared values to build collaborations and support for a common agenda. Demonstrated understanding of Australian political, social and cultural movements or policy advocacy desirable.
5. **Tertiary qualifications** in a relevant field, for example, media, communications, marketing, environmental science, politics, law, social sciences etc. (or equivalent professional experience).
6. **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.