

# Participation Strategy Manager

## Position Description

**Date: Tuesday, 3 January 2023**

### The organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members and like-minded conservation organisations.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 330,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia, and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique birdlife.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

### The role

The Participation Strategy Manager plays an integral role in helping BirdLife Australia achieve its strategic goal of improving the conservation status of threatened birds.

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Reporting to the Campaigns and Participation Program Leader, the Participation Strategy Manager will work across the organisation to support, nurture and empower volunteers, engage new members of the public and ensure easy, equitable, diverse and meaningful participation in BirdLife Australia's work.

## Position title

Participation Strategy Manager

## Position objective

To lead implementation of BirdLife Australia Participation Strategy, which will create the conditions for anyone who wants to protect birds and their habitats to be able to take part in BirdLife Australia's conservation programs, projects and other activities aligned with our new Bird Conservation Strategy.

## Status

This is a full-time position on a continual contract.

## Staff reporting

The Community Grants and Volunteer Finance Administration reports to this role.

## Remuneration / Job Level

Full Time Salary at a Level 4 (based on published Level / Grade Remuneration Scales)

## Location

The location of this position is flexible.

## Reporting

This position reports to the Campaigns and Participation Program Leader.

## Key relationships

**Internal:** Conservation and Science Program Leaders and Managers, Digital Engagement Program Leaders, Campaign Manager and Community Organiser, Corporate services, People and Safety.

BirdLife Australia volunteer Network, Branch and Special Interest Group office bearers, other BirdLife volunteer groups, champions and members.

**External:** Conservation and other relevant organisation volunteers and volunteer managers.

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## Travel requirements

Some travel within Australia may be required.

## Duties

- Lead the implementation of BirdLife Australia's Participation Strategy to organise and support volunteers and activists across Australia to deliver our bird conservation goals.
- Work with Conservation Program Leaders and People and Safety to support volunteer safety and compliance.
- Work with Digital Engagement and Supporter Care teams to devise effective engagement journeys to deepen volunteer relationships with BirdLife Australia.
- Work with BirdLife Volunteer Network Branches to align activities with BirdLife Australia's national Bird Conservation Strategy.
- Develop volunteer policy, induction and training documents and procedures and ensure they are consistently applied across the organisation.
- Work with BirdLife Volunteer Network Branches to update and implement effective governance structures.
- Work with Communications and Engagement Managers to develop and promote an effective and consistent Story of Us across BirdLife Activities.
- Work with Conservation Managers to identify, empower and support volunteer champions to lead conservation and advocacy activities on the ground.

## Selection Criteria

### Essential

- Excellent communication skills including the ability to build rapport between staff and volunteers
- Excellent time management and coordination skills
- Demonstrated ability to develop volunteer recruitment and retention strategies
- Demonstrated ability to develop and implement engagement journeys
- Ability to liaise and negotiate with a diverse range of stakeholders
- Ability to work with minimum supervision remaining outcome and priority focused
- Experience working within governance models and frameworks

### Desirable

- Experience working with Salesforce or other CRM / relationship management databases / platforms
- Experience in utilising an organising approach to campaigning and community engagement
- Experience in developing and delivering change management strategies

### Workstyle, attributes, and attitudes

- A team player
- Adaptable and willing to embrace innovation and change
- Works positively, effectively and sensitively with a wide range of people

## Participation Strategy Manager

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- Models BirdLife Australia's values and behaviours
- Takes responsibility
- Outcome oriented
- Reliable and responsive
- An open and transparent communicator
- Adaptable working style

### Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values
- Actively demonstrate organisational values

<i><b>Passion</b></i>	<i><b>Excellence</b></i>	<i><b>Leadership</b></i>	<i><b>Collaboration</b></i>	<i><b>Integrity</b></i>	<i><b>Impact</b></i>
We bring people together around a love of nature	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally and act locally

### OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings
- Possible driving for extended periods and interstate travel
- Long periods of sedentary desk and computer duties and telephone use
- Possible lifting and moving of heavy equipment and objects
- Overnight and weekend work in the field and at conferences