

# Digital Learning Coordinator

## Position Description

**Date: Monday, 11 September 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 position, sitting within the Urban Birds Team, will develop and implement online education initiatives for the organisation by taking ownership of BirdLife's eLearning platform (the LMS), working to align it with Salesforce and position it as a Citizen Science Learning Hub with wider use both internally and externally. The role is guided by the BirdLife Australia Bird Conservation Strategy and promotes evidence-

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based learning. Specific deliverables of learning outcomes include projects in alignment with the Urban Bird Conservation Action Plan and BirdLife's Participation strategy. E-learning will help BirdLife empower local communities and our supporters to increase conservation behaviours and bird monitoring.

The role requires a deep understanding of learning management systems, best practices in online education delivery and evaluation techniques. Alongside developing the overall framework and plan for the LMS, the role will have some key on-ground deliverables including: delivering three specific externally funded projects for the Urban Bird team: Birds in Schools and Gang-gang Edu-Action (for which content is already developed) and also design a training module for Powerful Owl project volunteers in consultation with Powerful Owl project staff. In addition, the role will work with the Campaigns and Participation team to design volunteer, member and branch induction materials organisation wide for the BirdLife Participation Strategy. There is also potential (time and funding dependant) to liaise with and develop content in conjunction with other teams such as Birddata, Birds on Farms, and Communication and Engagement

### Position title

Digital Learning Coordinator

### Position objective

Coordinate and implement the development and implementation of online education initiatives within BirdLife Australia's Urban Birds program and Campaigns and Participation team, fostering evidence-based learning, engagement in conservation behaviours, and active participation in bird monitoring among local communities, supporters, and stakeholders.

### Status

This is a full-time position (1.0 FTE) offered on a max term 12 month contract.

### Reporting

This role reports to the Urban Bird Program Manager

### Staff reporting

None

### Remuneration / Job Level

Salary at Level 3, Grade dependant on skills, experience and expertise (based on published Level / Grade Remuneration Scales)

### Location

This role has a flexible location

### Key relationships

**Internal:** Urban Bird team, Citizen Science team, Campaigns and Participation team, Communications, Engagement and Development, Conservation and Science Department

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**External:** BirdLife branches, members and supporters, primary schools and teachers, project volunteers and participants.

### Travel requirements

None

### Duties

The Digital Learning Coordinator will:

- Manage BirdLife's eLearning platform, collaborating with Communications Engagement and Development and ICT to integrate with Salesforce and elevate the platform as a comprehensive Citizen Science Learning Hub for internal and external use.
- Develop and execute online education initiatives for BirdLife Australia, focusing on the Citizen Science team.
- Contribute to creation of training materials for volunteers, members, and branches with the Campaigns and Participation team.
- Execute externally funded projects for Urban Bird team: Birds in Schools, Gang-gang Edu-Action, and Powerful Owl project volunteers' training module.
- Apply expertise in learning management systems, online education best practices, and evaluation techniques for other teams where required.
- Foster active engagement and participation among diverse stakeholders in and outside BirdLife Australia.

### Selection Criteria

#### Essential

- Demonstrated experience and proficiency in developing, managing, and delivering online education initiatives, including utilising learning management systems and applying best practices in online pedagogy.
- Proven ability to align educational initiatives with organisational goals and strategies.
- Strong understanding of bird conservation and/or other environmental principles, with the ability to translate complex concepts into engaging and accessible educational content.
- Demonstrable ability to design engaging and informative educational content, to enhance the learning experience and broaden participation.
- Experience in developing evaluation methodologies to assess the effectiveness and impact of online education initiatives, utilising data-driven insights to inform continuous improvement.
- Capacity to explore and embrace innovative approaches in online education, while remaining adaptable to changing technologies and trends in the field.
- Proven ability to engage and collaborate effectively with diverse stakeholders, including internal teams and external partners to co-create impactful educational content and initiatives.

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- Strong project management skills including managing multiple initiatives simultaneously, meeting deadlines, and delivering high-quality outcomes within allocated budgets.
- Strong written and verbal communication skills, including the ability to convey complex concepts in clear and accessible language, and to present ideas effectively to diverse audiences

### Desirable

- Demonstrated commitment to bird conservation and environmental stewardship, along with a genuine enthusiasm for sharing knowledge and promoting evidence-based learning to drive positive behaviour change.
- Previous exposure to integrating eLearning platforms with Salesforce or other customer relationship management systems, enhancing user experience and data management.
- Prior involvement in designing and delivering educational programs focused on bird conservation, ornithology, or related environmental topics.
- Previous engagement in designing and conducting training programs for volunteers, promoting effective communication and collaboration within volunteer networks.
- Proficiency in graphic design tools to create visually appealing and engaging multimedia content for online learning modules, presentations, and resources.
- Familiarity with leveraging social media and online platforms to promote and disseminate educational content, engaging a wider audience in learning initiatives.

### Workstyle, attributes, and attitudes

- A high level of professionalism in all work
- A strategic thinker and leader
- A team player with a highly collaborative style and flexibility
- Responds positively to feedback and accommodates change, ability to provide constructive feedback
- Ability to work well with minimum supervision, accepts high level responsibility for workplan delivery
- A willingness and capacity to work flexible hours as and when required

### Living our Values

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

<b>Passion</b>	<b>Excellence</b>	<b>Leadership</b>	<b>Collaboration</b>	<b>Integrity</b>	<b>Impact</b>
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

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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