

# Website Project Coordinator

## Position Description

**Date:** Tuesday, 24 October 2023

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### 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 350,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

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 Website Project Coordinator is responsible for delivering exceptional website experiences, facilitating the acquisition of money, time, and voice. It is accountable for continuing to reduce the complexity of BirdLife's digital presence allowing greater control and focus to externally present and achieve BirdLife's strategic goals.

### Position title

Website Project Coordinator

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### Position objective

To increase conversions across Money, Time, and Voice through current and new users online interactions. Innovative marketing of Science and Conservation content digitally. Maintain, update, and refine the National BirdLife Australia website and satellite websites – whilst aiming to optimal performance for target audiences. This role is accountable for the broader BirdLife Australia web presence ecosystem, and manages satellite websites consistent with organisational objectives, to ensure that website owners are well-equipped to manage those websites. The role will also act as a traffic controller for website updates in key areas.

### Status

This is a full time position (1FTE) offered on a max term 12-month contract to cover a period of parental leave.

### Staff reporting

None – but may be allocated to provide coaching for interns on an ad-hoc basis

### Remuneration / Job Level

Level 3 (*based on published Level / Grade Remuneration Scales*)

### Location

This is a hybrid role based in BirdLife Australia National Office, Carlton, Melbourne with the flexibility to work from a home-based location.

### Reporting

This position reports to the Marketing and Engagement Manager and working closely with leaders across the organisation to drive digital engagement strategies.

### Key relationships

**Internal:** Marketing and Communications team, Conservation and Science project and program teams; Campaigns and Participation Program Managers; Participation Strategy Manager, Fundraising and Supporter Care Teams, BirdLife Photography Group Strategic Conservation Action Area leads, and various conservation team managers/program leaders.

**External:** Contracted consultants (as needed) ; suppliers and service providers; potential organisation partners; BirdLife supporters (donors, members, Volunteers)

### Travel requirements

Some travel within Australia will or may be required.

### Duties

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## *Digital Web Experience*

### **Website management**

- Project manage website roadmap
- Develop and implement processes for new BirdLife Australia branded websites
- Develop and implement processes to unify web presence
- Managing organisational change in creating digital content which aligns to broader BCS and ES3.
- Collaborate with ICT team to ensure website ecosystem aligns with strategic objectives
- Coordinate website content schedule and oversee the workflow in collaboration with the Marketing and Engagement Manager

### **Monitoring and optimising**

- Analyse and act on user experience data
- Initiate digital website projects and improvements
- Report on planned and current strategies
- Coordinates content production and evaluation
- Management and optimisation of Conversion Rate Optimisation (CRO) and Search Engine Optimisation (SEO)
- Managing third-party provider relationships

### **Product ownership**

- Outline and road mapping the web management process throughout the website lifecycle with ambitious organisational goals in mind.
- Deliver exceptional digital web experience aligned with BirdLife's digital engagement objectives, to increase fundraising income, improve supporter action, and streamline user experience.
- Drive growth in web-based fundraising and supporter engagement actions.
- Consult with stakeholders to ensure understanding of and engagement with web ecosystem developments.
- Monitor key performance indicators to ensure targets and outcomes are met.

## Selection Criteria

### **Qualifications and Experience**

- Demonstrated track record in managing website projects
- A Degree in Marketing or Communications with proven experience in a digital marketing
- Track record of managing complex and sensitive relationships with multiple stakeholders and managing conflicting priorities and interests.
- Experience with stewarding brand visual design and language e.g., website, social media
- Strong eye for structuring and laying out content in a digital ecosystem
- Technology savvy/literate including experience with a variety of content management tools such as CMS, blogs social media, websites, editorial calendars, email marketing and SharePoint
- Solid working knowledge of SEO and keyword research

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- Solid working knowledge of Google Analytics

### Skills and knowledge

- Proven ability to translate strategic direction into actionable plans.
- Demonstrated experience collaborating with internal and external stakeholders to create engaging content and innovative strategies that strengthen supporter relationships.
- In-depth understanding of marketing and supporter engagement strategies, user/engagement metrics, audience segmentation.
- Strong negotiation skills.
- Experience with stewarding brand visual design and language e.g., website, social media
- Proficient in project management, including meeting deadlines, managing changing priorities, and allocating staff and resources.
- Excellent analytic and strategic thinking skills
- Familiarity with user-facing digital platforms, Content Management Systems and HTML coding
- Experience of working with and applying brand style guidelines.

### Workstyle, attributes, and attitudes

- Motivated by collaboration and collective success.
- Flexible, adaptive and able to work effectively in a small team with limited resources and respond and easily adjust to changing work demands.
- The ability to inspire and motivate others.
- Openness to change, receptiveness to new ideas.
- A team builder and team player.
- Works positively, effectively and sensitively with a wide range of people.
- Takes responsibility and exercises initiative.
- Reliable and responsive.
- Adaptable working styles.

### Living our Values

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

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### 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