

# National Engagement Coordinator

## Position Description

**Date: Thursday, 17 October 2024**

### 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.

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## The role

### Position title

National Engagement Coordinator

### Position objective

The National Engagement Coordinator is responsible for managing at scale supporter acquisition and activation, coordinating marketing activities that speak meaningfully to BirdLife's work, building on its reputation, and helping to reach and engage with new audiences. This role is responsible for recruiting and onboarding new supporters to ensure that BirdLife supporters, donors, members and volunteers are welcomed and engaged with the organisation, primarily through the development and delivery of digital promotional campaigns and related marketing events and activities.

The coordinator's key objective is to define, develop, and implement new and existing supporter recruitment/acquisition campaigns and events throughout the calendar year in line with BirdLife Australia's Bird Conservation Strategy. Events should be designed to target new and existing audiences, engage new supporters, and bring them into the organisation, with the aim of converting target audiences into BirdLife supporters – members, advocates, donors, and volunteers.

A key annual focus is developing BirdLife Australia's highly successful annual *Aussie Bird Count* (ABC), the current flagship acquisitions event, to step up the ABC campaign's integration with a contribution to wider Strategic goals (e.g. reaching new audience segments, new supporter and donor activation).

This position forms part of the Marketing and Sales team, which drives the highest standards of supporter experience management across BirdLife Australia's marketing activities. It also works hand in hand with the Communications and Media team in extending the BirdLife brand and messages into new markets and mediums to reach key audiences.

### Status

This is a part-time position (0.8 FTE), offered on an ongoing basis.

### Reporting

This position reports to the Manager Marketing and Sales.

### Staff reporting

None

### Remuneration / Job Level

Salary at a Level 3 (based on published Level / Grade Remuneration Scales)

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## Location

This is a hybrid position based from BirdLife Australia's National Office Carlton and/or a home office location.

## Key relationships

**Internal:** Manager Marketing and Sales, Director Fundraising and Marketing, Executive Director Participation & Engagement, Executive Director Finance & Business Improvement, Executive Director Strategy & Governance and their teams, volunteers and network representatives.

**External:** Event and media/communications partners; local councils; schools; suppliers; sponsors; supporters and communities, and new channel partners.

## Travel requirements

Some travel within Australia may be required from time to time.

## Duties

Key responsibilities include the following:

### Supporter Growth and Onboarding

- Develop and implement new audience growth campaigns and new supporter pathways, working collaboratively to deliver integrated campaigns/events across digital channels to drive supporter acquisition and activation, and an enhanced supporter experience.
- Integrate BirdLife community-based programs, events and opportunities into supporter recruitment campaigns in line with our strategic participation goals.
- Maintain and work with key personas, lifetime journeys and segmentation of key audience groups to ensure acquisition and engagement activities are using appropriate channels and remain relevant for growth.
- Track, measure and refine supporter acquisition using our marketing automation platform to drive effective supporter recruitment pathways throughout the year.
- Collaborate to implement the organisation's communications and engagement strategy, including contributing ideas, observations and reporting on marketing campaigns to enable the team to grow new supporter engagement and improve supporter experience.

### Aussie Bird Count (ABC) Coordination

- Develop a growth strategy and goals to step change the contribution of the ABC to wider conservation and enabling strategies goals.
- Prepare and deliver the annual flagship national public event to meet annual targets, working with internal and external partners and suppliers, including media and communications agencies, sponsors, local councils, schools and network groups.
- Nurture relationships with participating councils, businesses and schools.

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- Coordinate internal resources and expertise including communications and engagement specialists to reach Aussie Bird Count recruitment and engagement targets.
- Build relationships with new and existing event partners/sponsors, in alignment with our partnership policy.
- Establish and measure/evaluate metrics before, during and post-event (the supporter engagement, event reach, supporter acquisition, and associated cost per acquisition).
- Prepare post-event evaluation reporting for internal and external audiences.
- Other tasks as required and directed by your manager or department executive.

## Selection Criteria

### Essential

- Marketing or promotional event management qualification and/or experience working in an engagement, direct marketing or promotional campaign role.
- Knowledge and experience of audience, reach, personas, lifetime journeys and appropriate engagement strategies.
- Strong project management including working to deadlines and budget, and with internal and external stakeholders.
- Experience in planning, implementing and evaluating marketing events and/or campaigns.
- Knowledge of digital campaign development, management and optimisation.
- Evidence of relationship building with external partners and suppliers.
- Excellent interpersonal and written communication skills including copy editing and developing presentations.

### Desirable

- Experience or awareness of email marketing automation tools, such as Salesforce Pardot / Marketing Cloud Account Engagement, or willingness to learn.
- Experience with citizen science events and/or community events.

### Workstyle, attributes, and attitudes

- A high level of professionalism
- 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

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## Living our Values

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

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

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
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