



Position Description: Communications Director

Do you want to help create positive change for Australia's oceans and their wildlife? Are you a powerful communicator and an experienced campaign leader with the right skills, drive and expertise to lead a high performing communications team as the voice for Australia's oceans?

The Australian Marine Conservation Society has defended Australia's oceans and marine life for over 50 years. We are one of Australia's most influential environmental charities. As an independent, not-for-profit conservation group we advocate for the changes necessary to safeguard our oceans and their wildlife, which are some of the richest and rarest on earth.

This is an exciting opportunity to join a great team and work for a great cause. If you are an experienced communicator, collaborative team leader and effective campaigner looking for a rewarding role where you can make a real difference - this is the role for you.

Position Title: Communications Director

Location: Brisbane, Melbourne or Sydney preferred but the location for this role is negotiable

Salary: \$90,000-\$110,000 per annum, plus 11% superannuation

Hours: Full time, 38 hours per week (part-time (30 hours/week minimum) will be considered for exceptional candidates)

Contract period: Initial 2-year contract, with a view to extension

Purpose of the position:

Lead the experienced Communications Team at Australia's peak marine conservation group to drive our communications campaign strategy to defend Australia's ocean wildlife.

This position works closely with our campaigns and fundraising teams to ensure our communications are effective, consistent, relevant and timely and clearly convey the work of AMCS and our mission to safeguard the seas around us.

Reporting:

The position reports to the AMCS Chief Executive Officer, manages our communications team and works closely with our campaign managers.

Positions that report to this post: Senior Communications Strategist, Digital Communications Officer, Media Advisor.

Key functions:

As the AMCS Communications Director you will lead our Communications Team, planning, implementing and monitoring our communications activities and working closely with our marine campaign teams to provide maximum impact. You will provide strategic oversight across our communications, advice for our campaigns, senior approval for external communications and publications and be the custodian of our voice, messaging and brand. You will also contribute to the AMCS leadership team to deliver on our strategy, growth and effectiveness.

Our Communications Team supports all our campaigns including sustainable fisheries, marine sanctuaries, threatened species and the Fight for our Reef. For more information on our campaigns see [here](#).

Primary tasks and responsibilities:***Lead AMCS's communications***

- Set the strategic direction for AMCS communications programs, including our digital channels, direct marketing programs and media.
- Provide advice on communications strategy to maximise the effectiveness of our marine conservation campaigns.
- Senior approval for key communications, publications and reports.
- Copywriting/editing of critical external communications such as annual reports, major grants or fundraising proposals or key supporter communications.
- Oversight of AMCS brand and key messaging.
- Build strategic partnerships (e.g. agencies, community organisations, businesses) to grow AMCS brand and reach.
- Work with key staff to ensure all communications reflect the organisation's tone of voice and style, reflect our values and meet legal requirements.

Manage AMCS Communications Team

- Lead and manage the Communications Team to deliver quality communications across our channels that contribute to our mission of ocean conservation.
- Ensure the Communications Team is supported to fulfill their responsibilities and impact and meet performance targets, and provide for their training and career development.

Strategy, planning and reporting

- Develop and deliver the annual communications work plan to meet the organisational objectives of the AMCS Strategic Plan.
- Develop annual plans and budgets for our communications and marketing programs to maximise the impact of our campaigns, fundraising and conservation programs.
- Oversee the monitoring, evaluation, optimisation and reporting on the effectiveness of our communications programs.
- Ensure CEO, Board and staff have timely and accurate information on our communications programs and activities, including our performance against the Strategic Plan reporting process.
- Contribute to the leadership team on AMCS's strategy, growth, budgets, training, development and team culture.

Essential Selection Criteria

- At least three years' demonstrated leadership experience in managing, supervising and supporting communications staff in a similar role.
- Excellent strategic communications skills with experience in developing and implementing communications campaign strategies and messages for a range of audiences.
- Experience in developing and implementing communications plans and activities for community-based organisations, campaigning organisations or in the Not for Profit sector.
- Excellent writing and copy-editing skills.
- Strong team player with excellent interpersonal, time management and project management skills.
- Commitment to achieving positive change for our oceans.

Desirable Selection Criteria

- Knowledge of and experience in conservation or environmental issues.
- Demonstrated high level of success in building and maintaining strategic partnerships.
- Knowledge and working experience of fundraising and supporter programs.
- Demonstrated understanding or experience working in advocacy based organisations.
- Tertiary qualification in communications or marketing.

About AMCS

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for-profit charity. We deal with the big issues concerning the sea, working with the community to protect our marine wildlife, tackling major threats to our oceans and creating marine sanctuaries, places in the sea where sea life is safe from harm. Across our campaigns we tackle climate change - the biggest existential threat to our ocean planet, with our Great Barrier Reef at the fire front. We are a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for over 50 years.

Our Values

- **Integrity.** *We are trusted, credible, independent and ethical in our actions.*
- **Courage.** *We are brave, respectful and honest advocates for marine life.*
- **Passion.** *We demonstrate commitment to and care for our oceans in all we do.*
- **Solidarity.** *We work together, embracing equity, diversity and inclusivity.*
- **Effectiveness.** *We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*

Application details

To apply please forward your current CV and a cover letter briefly addressing the selection criteria (maximum two pages) to recruitment@amcs.org.au. Please include 'Communications Director in the title of your email when submitting your application.

Applications for this position close **9am (AEST) on Wednesday 27th January 2021**. Applicants are encouraged to apply as soon as possible.

AMCS is a strictly non-partisan and an equal opportunities employer. Indigenous Australians are encouraged to apply.

Please Note: Applicants must have the right to work in Australia. That is, you must be an Australian citizen or permanent resident or a New Zealand citizen, or hold a valid visa with permission to work on an ongoing basis.

For all enquiries about this position please contact us via email recruitment@amcs.org.au or 07 3846 6777. Please note that the AMCS office is closed from 25th December 2020 until 10th January 2021 inclusive and we will respond to inquiries after that date.