



Position Description

HONORARY COMMUNICATIONS TEAM LEADER

Ballarat Wildlife Rehabilitation & Conservation Inc (BWRAC) was established by Ballarat wildlife carers and veterinary professionals to respond to the growing need for specialised care of sick and injured wildlife in Ballarat and surrounding areas.

BWRAC also support and promote wildlife conservation through education, advocacy and research.

Ballarat Wildlife Rehabilitation & Conservation Inc (BWRAC) was incorporated on 20 July 2022. We are an incorporated association, and a registered charity supporting carers in the rescue and rehabilitation of wildlife. We are also registered for Fundraising.

The role of **Communications Team Leader** entails collaborating with the Secretary and various stakeholders to ensure BWRAC has effective and consistent communication to attract and retain members, corporate sponsors and donors.

You will oversee various social media platforms, create marketing content, write press releases, web copy and promotional material. Consistency with branding is essential.

The ability to communicate clearly and effectively is an integral part in raising awareness and advocating for the protection of native wildlife in the Ballarat and surrounding area.

Communications Team Leader responsibilities:

The main role of the Communications Team Leader is to develop and lead a marketing and communications team, (which may also include a newsletter editor and other roles as necessary). Specific tasks may include:

- Team leadership. Inspiring, mentoring and leading a team of communications professionals/volunteers.
- Communications and marketing strategy and planning: developing and executing a communications/marketing plan, including a newsletter.
- Hands-on support for the team providing copy writing, content production and other support where needed.
- Oversight of communication tools, processes, policies and procedures, ensuring the communications team meets best practice. Helping to identify areas for improvement and sourcing relevant software and/or systems to improve workflow processes.
- Help plan and co-ordinate various events.
- Ensure BWRAC's branding guidelines are kept up to date.



- Liaise with BWRAC executive and members.
- Any other matters as required by the committee.

Collaboration

- Develop effective relationships with the various Executives and sub-committees within BWRAC.
- Maintain open channels of communication with collaborative partners (both internal and external), as required.
- Schedule meetings with your team and the Secretary to discuss communication strategies and set goals for activities that align with BWRAC's mission.
- Maintain correspondence in accordance with BWRAC document-handling policy and file documents on Microsoft OneDrive.
- Collaborate with all BWRAC executives and sub committees to manage the BWRAC newsletter with issues at least four times per year.
- Work with the Secretary to produce an annual report.
- Work collaboratively with the Treasurer and finance team to develop a marketing budget and fundraising to support it.

Legal & Regulatory

- In collaboration with the BWRAC Secretary and Treasurer, ensure compliance with registered fundraising reporting and any other relevant regulations.

Governance

- Work with the BWRAC Secretary to ensure the ACNC Governance Standards are met. These are a set of core, minimum standards relating to charity governance and how a charity is run – including its processes, activities and relationships. REFER TO BWRAC's ACNC GOVERNANCE AGREEMENT.
- Ensure sub-committee team members comply with BWRAC policies and behave in a manner that is respectful, lawful, and responsible.
- Ensure all documentation is stored and filed in BWRAC's Microsoft OneDrive and labelled appropriately, along with agendas and minutes of sub-committee meetings recorded accurately and filed.
- Ensure processes and workflows are well documented to assist with the smooth transitioning of volunteers into various roles.

Skills & Competencies

- Social media/marketing experience and website maintenance.
- A passion for storytelling and outstanding written and oral communication skills (across various platforms).
- Ability to foster and build relationships, including developing and leading a team.



BALLARAT WILDLIFE REHABILITATION & CONSERVATION INC (BWRAC)

- Experience in project management, including planning and executing communications related projects.
- Great organisational skills, with demonstrated experience in effectively managing workflows, processes and proactively seeking opportunities to improve these.
- Experience with or an understanding of Customer Relationship Marketing databases (CRMs) and various social media platforms.
- Multi-tasker with proven ability to meet various deadlines.
- Diplomacy, especially in times of stress.
- Be collaborative, supportive, professional and inclusive; and have a willingness to share information and to train others.
- Handle confidential information according to privacy principles and BWRAC's Code of Conduct.
- Willingness to uphold BWRAC values: leadership, respect, and integrity.
- An awareness that advocating for native wildlife can be confronting at times.

Preferred

- Marketing, communication or similar background.
- Hands-on experience using the various social media platforms.
- An interest or background in wildlife conservation / biodiversity, and the local issues impacting wildlife or the willingness to learn.
- Previous experience working in a not-for-profit team of volunteers.

QUALIFICATIONS: Current Working with Children Check.
Police check within the last three years.

MEETING OBLIGATIONS: The BWRAC executive committee will meet at least four times a year.

Regular communication with the Communications sub-committee (and Secretary) under your direction.

Timely response to emails from the BWRAC executive is essential.

Software and systems used by BWRAC:

Email & Communication - Microsoft 365 (Teams)

Microsoft Word & Excel

Mailchimp

Oracle NetSuite (Accounting)



Canva, InDesign & Photoshop

Zoom

Various social media platforms

Reporting relationships

Reports to:	BWRAC Secretary
Responsible for:	BWRAC Communications sub-committee team
Internal relationships:	Secretary, President, Vice-President, Education & Care Director, Treasurer
External relationships:	BWRAC members, Regional Community Groups (animal, environmental), other non-government organisations (NGOs), funding bodies and various authorities.

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