

Communications Officer Project Platypus



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COMMUNICATIONS OFFICER, PROJECT PLATYPUS

About Project Platypus

Project Platypus' environmental focus is habitat restoration.

Project Platypus is part of Landcare, supports eleven Landcare groups, is not-for-profit, with a volunteer Board and a small team of staff. We rely on funding from contract work, grants and donations.

Recently we have embarked on a philanthropic campaign to expand our valuable environmental work.

Our main activities are revegetation works, invasive and pest plant and animal control, Landcare facilitation and management of projects on behalf of member Landcare groups.

About the Role

This is a new role which has been created as part of our 2023-25 Strategic Plan and following a philanthropic review.

It would suit someone with solid professional communications experience who can take a lead and work with the team of staff and Board Members to help deliver the Strategic Plan.

The purpose of this role is to help build engagement and support for Project Platypus through regular communication campaigns with two key target audiences:

- the general community - to promote engagement in Landcare and habitat restoration works
- current and potential donors - to support the philanthropic campaign.

Responsibilities

This role will be responsible for all aspects of communications: planning, campaigns, channel and content development, implementation and evaluation and will include:

- Preparation and implementation of a communications plan to support the strategic plan
- Development of communications channels to support the communication needs, including social media, other media, website, collateral, database mailouts (Landcare members, supporters, donors)
- Generation and sourcing of targeted written and visual content
- Campaign development to engage the community in Landcare and to support the habitat restoration program and/or the philanthropic campaign
- Regular communications with the community, donors and other stakeholders
- Monitoring for effectiveness of various communications campaigns, channels and content.

Selection Criteria

1. Ability to develop and implement a strategic communications plan
2. Ability to develop effective communications channels and content
3. Ability to develop and evaluate philanthropic communications campaigns
4. Competence in website maintenance, social media, database management and Office programs
5. A passion for the environment
6. A communications (or related) degree and a minimum of four years professional experience in a communications role.

To Apply

For more information contact Allistair Stephens, Manager Project Platypus [0478 628 162](tel:0478628162)

Applicants will not be considered if they apply through SEEK.

To apply please email a cover letter addressing the selection criteria and CV to manager@platypus.org.au by Friday 16 September

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