



Role Description

Social Media Coordinator (Volunteer)

Role type:	Voluntary, three hours per week, six month commitment preferred.
Reports to:	Communications and Marketing Manager
Direct reports:	Nil – works closely with program managers, interns and volunteers
Location:	A combination of remote and at our Taronga Zoo, Sydney, office.
Closing date:	9am Tuesday 5 August

About The Jane Goodall Institute Australia

The Jane Goodall Institute Australia (JGIA) is entering an exciting new chapter of growth, as we bring our founder's message of Hope to more people, to make more difference, at this critical time. So, we're expanding our team with a digital specialist who can turn our big dreams into reality.

Building on the legacy of our founder, the legendary Dr. Jane Goodall - scientist, conservationist, peacemaker, mentor - we inspire hope through action to benefit animals, people and our shared environment. Our work centres on two areas: community conservation in Africa, working with local partners to protect chimpanzees and their forest homes; and empowering the next generation of environmentalists here in Australia, through our youth-driven initiative Roots & Shoots.

While geographically apart, our programs share the same heart: nurturing grassroots and people-driven nature-based solutions for our beautiful planet - acting locally, while thinking globally, to build Hope.

As Dr. Goodall says: "Cumulatively small decisions, choices, actions, make a very big difference."

Commitment

Volunteers are requested to commit to a minimum of three hours per week, no more than five, with a minimum of six month commitment preferred. We can consider less, but a long-term partnership means together we can create even more impact for the future of our planet.

This will be a remote-working role, so time and location are flexible. There is the opportunity to work in our office at Taronga Zoo on occasion, should you be interested and current restrictions permitting.

About the Role

Are you a budding Insta whizz, Facebook Groups Guru or LinkedIn Lord who wants to create positive change for our planet? Have a passion for creating powerful, shareworthy content, building engaged loyal communities and connecting to nature? Then we need you!

We are looking for hungry young social media managers and content creators who want to help grow our thriving social community to inspire more Australians to #belikejane and advocate for animals, people and our shared environment. In return for your creative flair, content nous, communication expertise and on-trend knowledge, we'll help develop your storytelling and strategic thinking - across fundraising, campaigns, community organising and brand marketing. You'll also gain priceless, hands-on practical experience using social media for good at a much-loved environmental NGO, with global credibility, plus mentoring from a team with decades of experience.

About you

- Excited by the potential of tech to tell powerful stories that drive big impact
- Either at the beginning of your career wanting to learn more about how the digital ecosystem powers a growing ENGO, or a more experienced professional wanting to use your skills to do good for animals, people and environment
- Keen to use your digital nous as a vital part of a growing, global organisation at a pivotal time!

Responsibilities may include:

- **Content calendars:** Plan, create, produce, publish and schedule monthly social media posts, built on our overarching strategy and working closely with our passionate staff and volunteers.
- **Community management:** create hope on JGIA's social media communities by encouraging active, friendly and positive conversations, responding to enquiries swiftly.
- **Community building:** Manage and monitor our volunteer Facebook Groups - making regular recommendations to volunteer leaders on content, engagement and growth tactics.
- **Copywriting:** draft clear, concise, inspiring and on-brand captions for social, email, web and more
- **Creative:** use Canva or Adobe Creative Suite to create educational and engaging social content
- **Reporting:** draw on data and results to share insights with the wider team and board, to always improve our content and strategy.

How to apply:

- Please email info@janegoodall.org.au with the subject line 'Social Media Coordinator application', your CV and a cover letter answering the above criteria, to tell us why you're the perfect candidate!
- Deadline: 9am Tuesday 5 August