



## Role Description

### Website Coordinator (Volunteer)

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

Wordpress wizards: use your expertise to help animals, people and environment by giving the Jane Goodall Institute Australia (JGIA) and our youth organisation, Roots & Shoots Australia, a vital hand in managing our two websites.

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!

## About you

- Passionate about nature, our environment and making positive change
- 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!

## Essential Skills

- Experience in managing website CMS systems, especially Wordpress
- Keen web copy editing: some SEO knowledge, good grammar skills (able to spot a typo fast), knows the difference between H1 and H3, able to tell a great story through words
- Basic HTML

## Nice to have skills

- More advanced developer knowledge: comfortable in php, CSS and javascript
- Strong Wordpress experience: experience building websites, updating themes, using managing taxonomy, deep knowledge of plugins and best practise
- Strong SEO knowledge: able to advise on best practise, train the team and improve existing content
- Design skills with Canva, Adobe Creative Suite
- Some UX knowledge

## Responsibilities may include:

- Use our website to tell engaging, inspiring stories that drive people to create Hope through Action!
- Create, edit, update and publish content across our two sites - including fundraising, advocacy, female empowerment, community conservation, Dr. Goodall's news, youth education, great apes and more.
- Work with volunteers and staff to coordinate production - from ideas to creation to publication
- Edit and improve existing pages to improve SEO and UX (training can be provided)
- Copywriting and copy-editing
- Some light image editing (training can be provided)

## How to apply:

- Please email [info@janegoodall.org.au](mailto:info@janegoodall.org.au) with the subject line 'Website 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