

## Position Description

### Communication Coordinator

### Euroa Arboretum

#### 1.0 POSITION DETAILS

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|-------------|--|
| Title:      | Communication Coordinator                                      |
| Salary:     | Casual, approximately 4 hours per week (8 hours per fortnight) |
| Area:       | Based out of the Euroa Arboretum, Euroa                        |
| Reports to: | Commercial Manager   |

#### 2.0 POSITION CONTEXT

##### Background to the Position & Project

The Euroa Arboretum is a 27-hectare site located on the outskirts of the Euroa township. The Euroa Arboretum is a Not-for-Profit organisation with DGR status. It has a Strategic Plan that sets out the role and vision for the Arboretum. It has a volunteer Committee of Management that oversees the management requirements of the site as well as project development and delivery of natural resource management priorities in the local area. It works in partnership with various local Landcare groups and networks in the region.

The Euroa Arboretum Grounds are a site for public access and relaxation, a showcase for bushland restoration and provides a seed source for restoration work throughout the grounds and beyond.

An indigenous Nursery is operated within the Grounds. Seed and cuttings are propagated for sale on a wholesale basis for revegetation projects. In addition, a retail Nursery is open to the general public with the aim of increasing interest in indigenous vegetation and bush restoration.

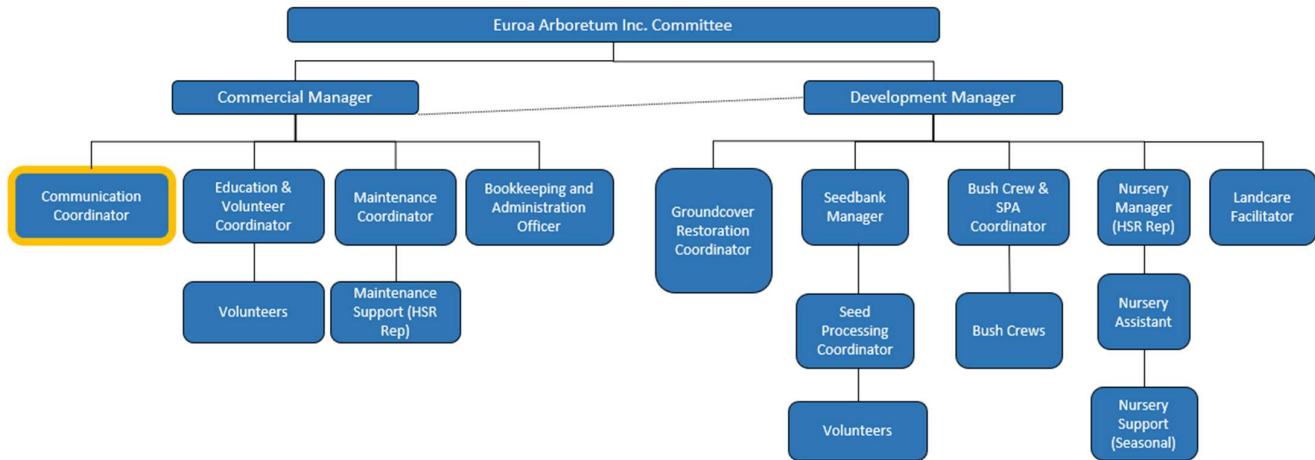
The Euroa Arboretum manages the Goulburn Broken Indigenous Seedbank (GBIS) in partnership with the Goulburn Broken Catchment Management Authority. The long-term goal of the GBIS is to provide genetically robust, diverse seed, adapted to a drying climate. There is a voluntary advisory Committee for the Seedbank, represented by key stakeholders within the Goulburn Broken Catchment.

Our Bush Crews provide off-site restoration services. Works can include weed control, site preparation for planting, planting, limited pest animal control and chainsaw work. Bush Crews also assist with Grounds maintenance activities and Seed Orchard establishment and maintenance activities.

Euroa Arboretum provides volunteer & educational programs and events for the local community to provide opportunities for people of all ages to learn and connect with each other in their local country and bushland.

Euroa Arboretum also provides advisory services and dedicated land management and advice for individuals and groups.

The position within the current structure of Euroa Arboretum is as follows:



### 3.0 KEY RESPONSIBILITIES

The Communication Coordinator is responsible for developing and maintaining digital platforms to ensure efficient and fit for purpose communications both internally and externally. This will include the development and presentation of visual aids, advertising, newsletters, storylines, and pictorial libraries to promote the Arboretum and its partners.

#### This position will:

- Develop, maintain and source contributors to the Arboretum website. Website work also includes managing domain names, email names, website plugins.
- Undertake Graphic Design and arrange printing - booklet design, flyers, banners, signage, brochures, including for any funded projects.
- Coordinate all social media postings and create a regular newsletter show-casing the Arboretum and partnering groups where applicable, (Longwood Plains, Strathbogie Ranges CMN, Friends of Seven Creeks, Honeysuckle Creek, Euroa Environment Group, Taungurung Land and Waters Council.)
- Create videos/interviews to share across Longwood Plains, Strathbogie Ranges, Friends of the Sevens and Euroa Arboretum showcasing activities and programs across the year.
- Schedule event bookings with Trybooking, creating and distributing links and QR codes
- Arrange advertising for promotions and events, such as any market day, education or community events. This will include social media updates, flyers and online bookings. Manage stock of materials for promotions.
- Provide event management support, if required.
- Assist with resolving IT support issues, or directing to relevant contractors or service providers.
- Require the ability to work under limited supervision and to required timelines.

#### **General**

- Liaise with Euroa Arboretum staff, partners, stakeholders and contractors (including graphic designers) as required, including updates on planned and required activities.
- Work collegiately with Euroa Arboretum staff, partners and stakeholders in delivering the requirements of the role.

### 4.0 Selection Criteria

- Good IT skills. Able to use Microsoft suite of programs, specifically: Word, Excel, Outlook and Microsoft Teams/One Drive.
- Experience in delivering a Communications Strategy & developing/implementing a Communications Plan in consultation with staff and stakeholders.

- A calm and collaborative nature and ability to work with a range of people with differing skills and abilities (internal and external) to achieve high quality communication outputs within required timelines and budgets.
- Sound knowledge and experience in managing websites, social media, online platforms and developing interpretation materials. Familiarity with Canva, Mailchimp, Facebook, Instagram, Trybooking, Adobe Pro and Wordpress website is desirable.
- A relevant qualification and/or equivalent experience in media and communications within a natural resource management context is preferred.

## 5.0 Accountability

**Reports to:** The Communication Coordinator position reports to the Commercial Manager, Euroa Arboretum.

**Liaison:** Euroa Arboretum Committee  
Landcare Conservation Management Networks, Goulburn-Broken Catchment Management Authority, local government agencies, local media, private landholders, community members.

## 6.0. Employment Details

- Appointment to this position will be on a casual basis (approximately 0.1 FTE basis), with the opportunity for conversion to a part-time position.
- Own laptop & phone required. Reasonable costs of telephone/internet/consumable office supplies or expenses incurred as a consequence of this position will be reimbursed.
- Work location is Euroa Arboretum, with flexibility to work remotely where suitable to do so.
- The incumbent must be prepared to attend weekend activities and to attend evening Committee of Management meetings, if required.