

Position Profile

Digital Communications Associate

Designation:	Digital Communications Associate
Reporting to:	Public Website Lead
Team:	Communications
Direct reports:	N/A
Based in:	Sydney

About AWC

AWC is a pragmatic global conservation leader, restoring landscapes and securing the future of Australia's most endangered wildlife through science-led, measurable impact at scale. Inspired by the richness of Australia's biodiversity, we are united by a shared commitment to protect its unique animals and habitats.

Delivering this mission depends on OneAWC: a cohesive, engaged and high-performing organisation guided by strong leadership and shared values. Every role at AWC contributes to our mission to effectively conserve all Australian wildlife and their habitats, and to our vision for a world where Australia's biodiversity is valued and effectively conserved by an engaged community. Together, we work collaboratively towards shared conservation, safety and organisational outcomes.

AWC Values

All roles at AWC are expected to demonstrate the following values:

- **Accountable** – taking ownership of our actions and outcomes
- **Informed** – working together to acquire and apply evidence, knowledge and experience
- **Respectful** – demonstrating care, recognition and integrity
- **Dedicated** – committed to delivering effective outcomes, with resilience and tenacity
- **Innovative** – applying creative thinking for effective solutions
- **Sustainable** – delivering long-term financial and ecological viability.

Role Purpose

The Digital Communications Associate is responsible for supporting and enhancing AWC's digital presence through effective website management, digital performance analysis, and the identification of emerging technologies and opportunities. The role ensures AWC's website remains functional, engaging and aligned with organisational objectives, while providing insights and recommendations that improve audience engagement, fundraising outcomes and communications effectiveness. Working closely with internal stakeholders and external digital partners, the position contributes to the delivery of integrated storytelling, digital fundraising initiatives and continuous digital innovation that supports AWC's conservation mission.

Inherent Requirements of the Role

AWC operates across diverse landscapes throughout Australia, including regional, rural and remote locations. This role may require travel to, and work at, conservation sites that are geographically isolated and logistically complex. Work in these environments can be physically, mentally and environmentally demanding. Conditions may include limited access to services, variable or extreme weather, extended travel times and periods away from home. Depending on operational needs, the role may involve outdoor work, walking on uneven terrain, manual handling or carrying equipment, driving manual 4WD vehicles, and complying with AWC health, safety and biosecurity procedures. The role holder must be able to safely and effectively perform these inherent requirements, with reasonable adjustments where appropriate.

Critical Competencies

- **Continuous improvement:** A practical improvement mindset, identifying recurring process issues and translating these into useful checklists, guidance, training and workflow improvements. .
- **Professional working relationships:** demonstrated experience working respectfully and professionally with others, including in diverse, remote or high-risk environments
- **Conservation commitment:** A genuine interest in AWC's conservation purpose and willingness to work collaboratively in support of that purpose.
- **Stakeholder engagement and collaboration:** Excellent interpersonal skills with the ability to work effectively as part of a small team and collaborate with a diverse range of stakeholders to achieve shared outcomes.
- **Digital knowledge and curiosity:** Ability to remain informed about emerging digital technologies, industry trends and best practice, and apply this knowledge to improve digital performance and organisational capability.
- **Digital content and software capability:** Experience using, or the ability to quickly acquire proficiency in, relevant digital and creative platforms including Drupal, Salesforce, Google Analytics, Canva, Adobe InDesign, Adobe Premiere and Monday.com.
- **Organisation and prioritisation:** Excellent organisational skills with a demonstrated ability to manage competing priorities, coordinate multiple tasks and deliver outcomes within agreed timeframes.
- **Digital solution delivery:** Ability to understand organisational requirements, translate business needs into digital solutions, and effectively brief and manage digital agencies, web developers and other technical service providers.
- **Initiative and work ethic:** Demonstrated commitment to delivering high-quality outcomes, with a proactive approach to problem solving and continuous improvement.
- **Creativity and innovation:** Creative flair and the ability to identify, develop and implement engaging digital solutions that support communications, engagement and fundraising objectives.
- **Independence and accountability:** Ability to work both collaboratively and autonomously, exercising sound judgement and taking responsibility for delivering outcomes.

Qualifications

- Relevant tertiary qualification in digital communications, marketing, communications, information technology, web development, multimedia, or a related discipline; or equivalent demonstrated experience.

Licences/Certificates

- Legal right to work in Australia.

Experience

- Experience administering and maintaining websites using Content Management Systems (CMS), preferably Drupal and/or Salesforce.
- Experience using web analytics tools, particularly Google Analytics, to monitor performance, generate reports and recommend improvements.
- Experience coordinating website enhancements, updates and issue resolution through collaboration with internal stakeholders and external service providers.
- Experience managing multiple competing priorities and delivering outcomes within agreed timeframes.
- Demonstrated ability to gather business requirements, develop digital briefs and work with technical specialists to implement solutions.

Desirable

- Experience working in the not-for-profit, environmental, conservation or fundraising sectors.
- Experience working with digital agencies, web developers and technology vendors.
- Experience using design and project management platforms such as Canva, Adobe InDesign, Adobe Premiere and Monday.com.
- Exposure to digital fundraising, online campaigns or donor engagement platforms.

Key Outcomes and Responsibilities

1. Website Management and Optimisation

Key activities and responsibilities:

- Maintain, update and enhance website content, functionality and user experience through the CMS platform.
- Create, update and test donation pages and campaign-related web content to support fundraising objectives.
- Monitor website performance and proactively identify opportunities for improvement.
- Coordinate the resolution of website issues, bugs and technical problems in collaboration with internal teams and external service providers.
- Manage website enhancement projects from concept through implementation, including gathering requirements, preparing briefs and coordinating stakeholders.
- Liaise with Communications, Philanthropy, IT and external web agencies to ensure website functionality and project delivery.
- Ensure website content remains current, accurate, accessible and aligned with organisational branding and messaging.
- Maintain effective relationships with website support providers and monitor service delivery against agreed expectations.

2. Digital Performance Measurement, Analysis and Reporting

Key activities and responsibilities:

- Monitor website traffic, user engagement and conversion metrics using Google Analytics and other available tools.
- Produce regular website performance reports, highlighting trends, insights and opportunities.
- Develop recommendations to improve user experience, engagement, campaign effectiveness and online fundraising results.
- Measure and evaluate the effectiveness of digital communications and marketing activities.
- Prepare quarterly digital performance updates for leadership and Board reporting requirements.
- Track and analyse online advertising and campaign performance and provide actionable recommendations.
- Contribute to a culture of evidence-based decision making through the provision of accurate and timely digital insights.

3. Digital Innovation and Technology Exploration

Key activities and responsibilities:

- Maintain awareness of developments in digital communications, artificial intelligence, analytics and online engagement.
- Research, evaluate and communicate potential opportunities arising from emerging digital technologies.
- Identify innovative solutions that improve efficiency, audience engagement, storytelling and fundraising capability.
- Prepare recommendations, business cases or implementation approaches for new digital tools and technologies.
- Support testing and adoption of new technologies where approved.

4. Collaboration, Stakeholder Engagement and Culture

Key activities and responsibilities:

- Work collaboratively with Communications, Philanthropy, IT and other teams to deliver integrated digital initiatives.
- Build productive relationships with internal stakeholders, external suppliers and agency partners.
- Provide digital advice and support to colleagues to assist in achieving business objectives.
- Share knowledge and contribute to continuous learning within the team.
- Demonstrate and champion AWC's values and OneAWC approach in all interactions and activities.
- Contribute positively to team planning, problem solving and organisational projects.

5. Other duties consistent with the scope, level and purpose of the role

Key activities and responsibilities:

- Help to foster a physically and psychologically safe, respectful and inclusive work environment.
- Comply with AWC policies and procedures
- Other duties, as requested.