

Position Profile

Social Media Community Coordinator

Designation:	Social Media Community Coordinator
Reporting to:	National Manager, Content and Communities
Team:	Communications
Direct reports:	N/A
Based in:	As agreed

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

AWC is seeking a highly organised, community-minded and creative Social Media Community Coordinator to help build one of Australia's most engaged conservation communities.

This role is responsible for managing and growing AWC's online audiences across our social media channels—fostering meaningful conversations, responding to enquiries, identifying emerging opportunities, and helping turn new audiences into advocates for Australian wildlife.

Alongside community management, you'll plan and produce engaging social-first content that keeps our channels active, supports organisational campaigns, and brings Australia's threatened species and conservation work to life. Working closely with AWC field staff, creators, partners and Communications team colleagues, you'll help transform complex conservation stories into compelling content that resonates with audiences across Facebook, Instagram, LinkedIn, TikTok and YouTube.

The successful candidate will combine excellent community management instincts with strong content creation skills, a deep understanding of evolving social platforms and audience behaviour, and the confidence to engage with supporters, creators and influencers in ways that strengthen AWC's reach and reputation. This role contributes to AWC's mission by delivering conservation outcomes while supporting a safe, respectful and inclusive working environment where people are treated with dignity and fairness.

Inherent Requirements of the Role

This role may involve a combination of office-based, home-based and/or site-based work. The role holder must be able to work effectively across different work settings, including regular use of computer systems and online collaboration tools, participation in meetings, clear communication with colleagues and stakeholders, and appropriate self-management when working remotely or independently. The role may involve sustained periods of desk-based activity and screen use, occasional travel to other AWC locations, and the ability to adapt to changing work locations or operational needs. The role holder must be able to safely and effectively perform these inherent requirements, with reasonable adjustments where appropriate.

Critical Competencies

- **Audience and community focus:** Understands audience needs and communicates in a responsive, respectful and engaging way that builds trust.
- **Digital communication and storytelling:** Translates complex information into clear, accurate and engaging social content for different audiences and platforms.
- **Judgement and issue awareness:** Recognises sensitive or emerging issues, applies sound judgement and escalates matters appropriately.
- **Planning and prioritisation:** Organises competing tasks, maintains attention to detail and delivers quality work within agreed timeframes.
- **Collaboration and relationship building:** Develops productive working relationships and works effectively with colleagues and stakeholders to achieve shared outcomes.
- **Adaptability and initiative:** Responds constructively to changing priorities, identifies opportunities and takes ownership of agreed actions.
- **Continuous improvement:** Identifies practical ways to improve content, community management processes, guidance and workflows.
- **Conservation commitment:** A genuine interest in AWC's conservation purpose and willingness to work collaboratively in support of that purpose.
- **Values and safety:** Demonstrates AWC values and contributes to a safe, respectful and inclusive workplace.

Qualifications

- Tertiary qualifications in Communications, Journalism, Marketing or related discipline; or equivalent demonstrated experience.

Licences/Certificates

- Legal right to work in Australia.

Experience

Essential

- Demonstrated capability in managing online communities, including moderation, audience engagement and responding appropriately to community enquiries and conversations.

- Demonstrated ability to create engaging social media content, including written, visual and short-form video content.
- Proficiency in adapting content for different social media platforms, including Facebook, Instagram, LinkedIn, TikTok and YouTube.
- Working proficiency in relevant content creation and editing tools, such as Adobe Creative Cloud and Canva.
- Familiarity with social media publishing, moderation or community management tools, such as Meltwater Engage and Meta Business Suite.
- Demonstrated ability to coordinate with multiple stakeholders, source accurate information and deliver content within agreed deadlines.
- Sound written communication, editing and proofreading skills, with strong attention to detail.
- Ability to recognise sensitive or reputational issues and escalate them appropriately.

Desirable

- Previous exposure to conservation, environmental, scientific, tourism or other purpose-driven organisations.
- Confidence interviewing scientists, technical specialists, field-based employees or other subject matter experts.
- Exposure to communications support during sensitive, high-profile or emerging issues.
- Familiarity with project management platforms such as Monday.com.

Key Outcomes and Responsibilities

1. Social Media Community Management
Key activities and responsibilities: • Lead day-to-day management of AWC's social media communities across Facebook, Instagram, LinkedIn, TikTok, YouTube and other platforms. • Moderate comments, direct messages and community conversations, ensuring supporters receive timely, thoughtful and on-brand responses. • Foster meaningful conversations that build trust, strengthen advocacy and encourage ongoing engagement with AWC. • Identify recurring audience questions, community insights and emerging conversations that can inform future content and campaigns. • Create and maintain effective, well-written FAQs documents for organisation-wide use. • Escalate sensitive issues appropriately while helping maintain positive community sentiment during high-profile announcements or emerging issues. • Identify opportunities to celebrate community contributions, supporter stories, and user-generated content.
2. Content Production & Storytelling
Key activities and responsibilities: • Produce engaging social-first content, including short-form videos, creative assets and written content across AWC's social channels. • Coordinate and conduct interviews with AWC science and field teams to create authentic stories and content pieces that will engage social audiences. • Package stories into platform-specific formats that maximise engagement and reach across Instagram, Facebook, LinkedIn, TikTok and YouTube. • Repurpose long-form content, media stories, and field clips into engaging social content.
3. Collaboration & Knowledge Sharing
Key activities and responsibilities:

- Develop strong relationships with AWC internal teams and work collaboratively with scientists, field staff and others to uncover and share impactful stories.
- Work closely and collaboratively with the Social Media Content Producer and Senior Content Specialist to align stories and content timings, tone, and techniques.
- Help maintain AWC's social content library and visual assets with appropriate collation and categorising methods for content from the field.
- Participate actively in monthly content brainstorming and editorial meetings designed to bolster creativity, align story timings and keep the Communications team engaged.

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

Key activities and responsibilities:

- Be a champion of the AWC values and ONE AWC approach.
- Help to foster a physically and psychologically safe, respectful and inclusive work environment.
- Comply with AWC policies and procedures.
- Other duties, as requested.