

POSITION DESCRIPTION



ROLE:	REGIONAL ENGAGEMENT OFFICER – MURRAY DARLING BASIN
CONTRACT TYPE:	PART-TIME (4 DAYS PER WEEK) FIXED TERM CONTRACT WITH EXTENSION SUBJECT TO FUNDING
SALARY RANGE:	\$87,000 – \$95,000 PRO RATA (INCLUDING SUPER)
LOCATION:	Work from home role located within the Basin

OzFish Unlimited is an exciting not-for-profit charity dedicated to helping the millions of Aussie recreational fishers take action to improve the health of their local fishing grounds and ensure the future of fishing. OzFish Unlimited partners with fishers and the broader community to invest time and resources into the protection and restoration of our waterways, counteracting decades of degradation.

ABOUT THE ROLE

As a key member of our Regional Engagement Officer network at OzFish, you will play a pivotal role in fostering regional awareness, building strong community connections, that results in tailored communications and activities. The role is a dynamic position that will see you build OzFish membership with the Basin, support chapters and project managers deliver communication outcomes for our restoration projects.

KEY ACCOUNTABILITIES

- Develop communication plans tailored to regional projects.
- Research and understand local communities to customise communication messages.
- Create engaging digital content (graphics, videos, landing pages etc.) for restoration projects in your region.
- Assist local staff in managing communication with Chapters and social media.
- Provide marketing support for events and projects, including digital content creation, online signup forms and EDMs.
- Write persuasive and informative written content, including for promotional materials, newsletters, social, media releases, website landing pages and blog posts.
- Cultivate relationships with local media for coverage of initiatives and events.
- Support local initiatives for BCF store engagement and membership growth within the region.
- Collaborate with the regional team to build member-exclusive events and regular chapter meet ups.

SELECTION CRITERIA

This position plays a crucial role in enhancing regional engagement and promoting OzFish's work within the region. The Regional Engagement Officer will contribute significantly to OzFish's overall success through effective communication,

digital content creation, and community-building initiatives, that delivers on project outcomes and attracts membership to their local chapter.

- Be a marketing and communications all-rounder.
- Proven experience in digital content creation, including photography, video production and editing.
- Experience uploading content to websites and building landing pages.
- Strong communication and interpersonal skills including solid copywriting skills.
- Experience in event promotion.
- Familiarity with email marketing platforms and CRMs.
- Previous experience in media relations and engaging with local media outlets.
- Knowledge of the local communities and regions.
- A love of fishing and an understanding of how anglers like to connect.

In a competitive situation it would be a bonus if you had:

- Knowledge of environmental and conservation issues.
- Bachelor's degree in communications, marketing, environmental science, or a related field.

BENEFITS OF WORKING WITH OZFISH INCLUDE BUT ARE NOT LIMITED TO THE BELOW:

- *Lend Your Week* Employee Exchange Program
- Fishing Day a month incentive
- Flexible work arrangements

MORE INFORMATION:

To express your interest in this role please contact Renee Ferenc, Director of Engagement and Culture, 0402 019 193 reeneferenc@ozfish.org.au.

CLOSING DATE:

Applications will close on Wed April 10, interviews may commence prior so please submit your applications as early as possible for consideration.