



Western Murray Land Improvement Group

Position Title:	Communications and Membership Officer
Employment Status:	Permanent, Part Time (22.5 hours per week). 10 month maternity leave position.
Wage:	\$65,000 – \$78,000 (Pro Rata) + super p.a.
Location:	Murray Connect, 27 Thule Street Barham NSW
Reports to:	Roger Knight Executive Officer

About WMLIG:

Western Murray Land Improvement Group (WMLIG) is a dynamic community organisation based in Barham, New South Wales. For two decades, WMLIG has been dedicated to fostering community resilience through enhanced connections, skills development, and collaborative decision-making. Our mission is to retain a significant share of our region's wealth while having a voice in shaping policies and decisions affecting our community.

Situated in the Murray River inland delta, WMLIG has successfully united a diverse and geographically dispersed community to develop co-designed solutions that address economic, environmental, social, and cultural needs. We are committed to achieving a balance between a thriving food and fibre growing community and the ecological restoration of our internationally recognised biodiversity hotspot - a floodplain within a RAMSAR protected wetland complex of high cultural heritage significance.

Our Focus Areas:

- Agricultural Research, Development, and Extension
- Industry Diversification through Community Wealth Building
- Landcare
- Environmental Services
- Environmental Markets

About the Role:

We are searching for an enthusiastic and innovative communications professional with a can-do attitude to join our team and help us showcase WMLIG's impact while expanding support for our members. In this role, you will report to the Executive Officer and play a vital role in engaging our members, broader supporter base, and taking the lead on crafting and delivering effective marketing and communications content for diverse audiences.

Key Responsibilities:

- Implement membership strategies in collaboration with the Executive Officer and maintain the membership register.
- Work closely with WMLIG staff to review, update, and implement the marketing and communications strategy and prioritise communication plans for key WMLIG projects.

- Develop compelling written and visual content for WMLIG's communication platforms, stakeholders, and members.
- Drive digital engagement through the WMLIG website and social media channels.
- Develop and execute a community and stakeholder survey campaign to inform the organisation's strategic direction and targeted communications.
- Assist WMLIG staff with funding applications and coordination and promotion of signature events.
- Cultivate positive relationships with journalists, media outlets, and communications officer colleagues within peak Landcare organisations.
- Execute a regional business stakeholder sponsorship strategy, identifying and facilitating corporate sponsorship associated with WMLIG activities.

Key Selection Criteria:

- Passion for community-based environmental management, farming communities, community wealth building, and the food and fibre growing industry.
- Hands-on experience in managing and implementing marketing/communications strategies and media campaigns.
- Proficiency in social media management, especially in a not-for-profit/member-based organisation context.
- Strong written and verbal communication skills, with the ability to create content for diverse audiences.
- Ability to work flexibly, both independently and as part of a small team.
- Self-motivated, with excellent attention to detail, organisational skills, and time management.
- Current or willing to obtain a National Police Check and Working with Children check.
- Current Australian Driver's License and access to personal transportation.

Desirable Skills:

- Graphic design skills (CANVA) and video editing proficiency.
- Experience with the Mailchimp eDM platform and database management.
- Experience in environmental, agricultural, and rural community advocacy and campaigns.

Key Challenges:

Developing engagement and communication strategies in an environment with multiple stakeholders to enhance their experience and perception of objectives and project deliverables.

Application Advice

To apply for this role, please send the following documents to admin@wmlig.org:

- A **resume** outlining your relevant experience, skills, and education.

- A **covering letter** outlining your interest in the role. Please address this letter to Executive Officer Roger Knight.
- A **key selection criteria response** (approx. two pages), addressing the selection criteria detailed above. We recommend that you provide applied examples of your working experience to address these criteria.

Should you have any questions about the Communications and Membership Officer role, please feel free to contact **Kate Redfearn** at 0417 112 162.

Applications close Friday 6th October 2023

[Other Important Information](#)

Equal Opportunity Employer

WMLIG is an equal opportunity employer and welcome applicants from a diverse range of backgrounds. Applicants from Aboriginal and Torres Strait Islander people are strongly encouraged for all positions. Reasonable adjustments for a successful candidate with disabilities will be offered on request.

Terms and Conditions

Employees must comply with the Code of Conduct for WMLIG employees.

Privacy Notification

WMLIG affirms that the collection and handling of applications and personal information will be consistent with the requirements of the Privacy Act 1988.

Health and Wellbeing

Our vision is to build a safe and trusting environment that values and pursues balance and health and provides a strong platform for continuous development and high performance.

Learning and Development

We want you to grow, develop and learn with us. WMLIG can provide you with a range of learning and development opportunities to support your performance in your role and further your career aspirations.

Balancing Work and Life

We understand that work/life balance is an important part of our employees' lives. That is why we have a range of flexible work/life balance options.

WMLIG is an organisation committed to ongoing professional development and invites applications from individuals who are motivated to learn. If you are interested in this position but unsure that you meet all selection criteria, we would still like to hear from you.



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Striking a Balance

P O S I T I O N D E S C R I P T I O N

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