

ROYAL FOREST AND BIRD PROTECTION SOCIETY OF NEW ZEALAND INC.

JOB DESCRIPTION

JOB TITLE

Kiwi Conservation Club Content Advisor

PURPOSE

- Sharing the wonders of New Zealand's native wildlife and wild places to build connection, raise awareness, and empower action, focusing on children (aged 5-13), their families, and their communities (KRA2).
- Building communities/growing numbers of children, families, schools, and community groups who work together for nature through Forest & Bird (KRA3).
- Connecting children, families, schools, and community groups with engaging, accessible, and flexible opportunities that increase their active participation in conservation through Forest & Bird (KRA4).

SPECIFIC DUTIES & RESPONSIBILITIES

Group Support

- Contribute to the planning and delivery of F&B-wide initiatives (e.g. BOTY) aimed at sharing the wonders of nature to build awareness, as required.
- Manage, lead, advise on, and/or assist with the delivery of projects related to, but not limited to:
 - o Membership & Supporter growth and retention
 - o Establishing new communities/community building
 - o Diversifying and extending audiences
 - o Enhancing brand awareness, reach, and relevance
 - o Development of nature connection and active participation opportunities
 - o Maximising active participation

KCC Operational Support

- Editor of Wild Things magazine. This includes, but is not limited to:
 - o Full project management
 - o Delivery of four issues per year that are age-appropriate, stimulating, and positively influence acquisition and retention of KCC members.
 - o Managing a yearly editorial calendar that outlines key dates for production and providing advice on production contract negotiations and budget.
 - o Budget/spending management within delegated levels, including planning and reporting on expenditure.
 - o Planning, decision-making, and problem-solving relating to magazine content, in advance, ensuring:
 - o readers receive messages about native wildlife and wild places, conservation, Forest & Bird, and Forest & Bird led advocacy/campaigns;
 - o there is child's voice, and acknowledgement and celebration of KCC members and other children involved in conservation;

- o opportunities for children to use their eyes, hands, or voice for nature.
 - o Developing and producing content.
 - o Commissioning and managing internal and external contributors. Ensuring contributor contracts are signed and filed and documentation needed for payments received.
 - o Editing content. Responsible for WT being a high-quality publication.
 - o Managing the production process through to completion, working closely with external art director, proof-reader, print-house, and mail-house to ensure all KCC members and supporters receive their WT magazine/s.
 - o Testing out new ideas and approaches for the improvement of the product, in consultation with the KCC Manager.
- Manage KCC's social media channels, including Facebook and Instagram. Leading on activities and any development of any new channels.
 - Manage KCC's website. Leading activities to develop its interactivity and use for connecting children, families, schools, and community groups with opportunities to increase active participation in conservation.
 - Develop and maintain effective, regular communications with the KCC membership, including e-newsletters and e-alerts.
 - Advising on and testing out new digital opportunities and initiatives, as required.
 - Manage/Lead work to better engage 10-13 year olds with Forest & Bird. Work with the Youth Support Coordinator to improve transitions from KCC into Forest & Bird Youth.
 - Monitor KCC member satisfaction with their community/ies. With the KCC Manager, manage how support and satisfaction can be improved.
 - Collaborate with the KCC Volunteer Advisor to develop and collate practical conservation-related resources for KCC volunteers, branches and networks, when required.
 - Ensure contractual obligations relating to content creation, communications, and promotion for sponsors are met, in support of the KCC Manager.
 - Provide input into the annual KCC operational plans, budgets, as required.
 - With the KCC Manager, put Strategic Plan into actionable goals, and, when approved, to put these into practice.
 - Operate all KCC and Growing Support activity assigned to you within budget allocations.
 - Consistently reflect Forest & Bird's purpose, values, and desired behaviours.

Health and Safety

- Promote F&B's Health and Safety Management procedures.
- Take reasonable care for personal safety and wellbeing in all Forest & Bird workplaces, project sites, and if and when driving vehicles.
- Act in accordance with all reasonable Health and Safety instructions, policies, and signage making sure that acts or omissions do not adversely affect the safety and wellbeing of yourself or others.
- Report all occupational injury, illness, near miss incidents, accidents, environmental spills or fire (regardless of its severity) to your manager, and logging as required.
- Report all hazards which may result in an injury, illness, spill or fire, to your manager, and to F&B's Health and Safety Advisor.

At Forest & Bird there will be times when we all pitch in to do additional tasks that are outside our regular roles. This forms part of our culture and celebrates our values of Collaboration, Courage, and Professionalism.

At Forest & Bird, all staff are encouraged to contribute to continuous improvement: to support innovative thinking, smart work practices, how we engage across teams, and the overall culture and work environment.

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

- Degree or higher qualification in an education related field.
- At least 4-8 years' proven experience in environmental education, developing education material for children and engaging with children.
- Proven proficiency in project management.
- Highly organised, disciplined, resilient, and capable of managing a wide range of competing priorities while remaining composed.
- Proactive, resourceful, and results-driven.
- Creative and innovative thinker.
- Excellent problem-solving skills.
- Technically proficient using Microsoft 365 software solutions, WordPress, and social media.
- Experience using online Content Management Systems and proficiency with different communication platforms (like Mailchimp).
- Experience with managing social media accounts and using analytics.
- Excellent interpersonal relationship management skills, with an ability to relate across the organisation, with agencies, and a diverse range of stakeholders.
- Team player with a collaborative working style and commitment to working with others to achieve shared goals.
- Excellent written and verbal communication, research, and quality assurance skills.
- Experience and skill in working across a wide range of media (traditional, digital, and integrated) and developing content for internal and external audiences.
- Self-motivated with strong initiative, and an ability to initiate and complete tasks independently and in a timely manner.
- Able to manage budgets, including planning and reporting on expenditures.
- Strong attention to detail

- Agility to respond to changes in priorities.
- Able to lead projects or pieces of work from planning through to completion, including reporting on progress and outcomes.
- Able to recognise and manage organisational risk.
- Understands how to assess organisational risks, how to manage them, and make good judgement calls on when to escalate risks to your manager.
- An understanding and interest in conservation and environmental issues and practice.