

FWP Role Description

Marketing & Social Media Manager



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POSITION DETAILS

Title	Marketing & Social Media Manager
Job Type	Casual or Contract, 4 hours per week
Remuneration	Casual: \$40ph + Super, Contract: \$46ph
Location	Working Remotely
Duration	6 months
Start Date	Monday 9th January 2023 (flexible)
Structure Reporting	TRACTION Program Manager + CEO

ABOUT FOR WILD PLACES

For Wild Places is a non-for-profit organisation, founded by a small and driven group of trail runners. It is our aim to empower passionate outdoor enthusiasts to embrace sports activism as a way to celebrate and protect wild places. Our purpose is to create a world where wild places are collectively cherished and protected, using sports activism as the vehicle for linking human happiness and environmental well-being.

ABOUT THE TRACTION PROGRAM

For Wild Places is excited to launch TRACTION: (Trail Action), a series of events to activate local running communities to help maintain and tidy up our trails; places we love and want to protect. We have been lucky enough to secure grant funding to run 7 events across Victoria, between early and mid 2023. These events will be free for people to attend, with the costs covered by grants.

The events will involve

- Community group runs in National Parks or along key waterways, that involve a Trail Action aspect, such as plogging, weeding, tree planting etc.
- A post-activity social event at a park or local store that incorporates education and awareness through guest speakers, film screenings etc.
- Each event will have approx 15-25 attendees of all ages

The purpose of these grants is to get more trail users active in helping keep our trails well maintained, so nature can thrive around them. We want TRACTION to become the stepping stone for people to be more involved in helping protect the wild places around them, through volunteering and direct action. TRACTION also involves utilizing social media to encourage people to pick up rubbish when on the trails (outside of the formal events), and connect with other trail users to create a broader social movement that incorporates education and community.

THE ROLE

The Marketing & Social Media Manager will work alongside the TRACTION Program Manager and CEO to create engaging, exciting and impactful content across various social media platforms, to raise the profile of For Wild Places and TRACTION. The M&SM Manager will be expected to attend weekly or fortnightly WIPS with the extended TRACTION team. We are looking for someone who is passionate



about the power of social media to engage people in positive change, through storytelling and direct action.

There are seven events to plan in an eight month period, with five in Melbourne and three in regional Victoria (Gariwerd, You Yangs & the Otways). Attending the events is not compulsory, however a passion and desire to be a part of these events, and attend as a representative of For Wild Places is encouraged.

Time management will be a key requirement of the role, as the For Wild Places team is 100% remote, with different staff (paid and unpaid) working irregular hours. (We do however try to get out for a run, surf or social catch ups regularly). The successful application will be well organized, self motivated and enjoy working in a collaborative (albeit WFH) environment.

KEY RESPONSIBILITIES

- Promote TRACTION across various social media and online platforms, including Instagram, Facebook, FWP Newsletter and LinkedIn.
- Work with existing FWP staff and volunteers to generate content and copy. It is not expected that you create everything - delegating, following up and reworking existing assets is encouraged.
- Create a 6-month marketing plan for TRACTION, with clear timelines, objectives and outcomes.
- Support others working on the project (i.e Program Manager, designers and volunteers) to help they deliver on their priority activities, by maintaining regular communication to avoid roadblocks and delays
- Role model the FWP purpose and values and participate in the building of a strong team culture that drives employee and volunteer engagement and trust

QUALIFICATIONS, SKILLS & EXPERIENCE

We would love you to bring the following to the role:

- A passion for nature and trail running, and an alignment with FWP's purpose
- 3+ years experience in marketing, communications and social media management
- Proficiency in Adobe Creative Suite OR Canva and video editing is preferred
- Experience in brand management and tone of voice
- Ability to measure and report on the performance of marketing campaigns
- Capable user of G Suite and Zoom, and a willingness to learn FWP preferred management tools
- Resourceful, creative and self motivated
- Passionate about the potential to use social media for good, through storytelling and direct action
- Many of our staff and volunteers also support events and other FWP activities from time to time - this is definitely not mandatory, but we love to see our community come together at events where possible.

APPLY NOW

To apply for the position, please send a cover letter and CV to Hilary (CEO) at hilary@forwildplaces.com.au, with the subject 'Marketing & Social Media Manager Role'. Please feel free to get in touch if you have any questions prior to applying. We will stop accepting applications on Monday 2nd January 2023, with (online) interviews to commence on Wednesday 4th January.