



*We acknowledge the Traditional Owners of the Queensland National Park Estate and strongly support co-stewardship with Queensland Parks and Wildlife Service.*

*Patron: Her Excellency the Honourable Dr Jeannette Young AC PSM,  
Governor of Queensland*

**Position:**

Social Media and Engagement Officer (Parks Connect Program), National Parks Association of Queensland Inc.

**Location:**

9/36 Finchley Street, Milton, Brisbane QLD (flexible working by negotiation).

**Tenure:**

12-month contract, part time at 15.2 hours per week (negotiable).

**Remuneration:**

\$65,000 pa (\$26,000 pa pro rata), plus 11.5% superannuation.

**Requirements:**

Australian/New Zealand Citizens and Australian Permanent Residents only.

**POSITION SUMMARY**

The National Parks Association of Queensland Inc. (NPAQ) advocates for the protection, expansion and effective management of protected areas in Queensland; offers a bushwalking and outdoor recreation activities program; and provides opportunities to participate in community conservation and citizen science projects.

The State of Queensland, acting through the Department of Environment, Tourism, Science and Innovation, recently granted NPAQ \$200,000 to pilot a new Queensland Parks Connect Program over 12 months in South East Queensland. The program consists of the following five, complementary sub-programs:

- Junior Ranger – a development program for Queenslanders (typically aged 7-12 years) interested in learning about conservation and park management. Junior Rangers would typically complete a basic series of learning activities, with graduation on completion.
- Cadet Ranger – a development program for Queenslanders (typically aged 13-18 years) interested in learning about conservation and park management. Cadet Rangers would typically complete an advanced series of learning activities, with graduation on completion.
- Park of the Month – an opportunity for Queenslanders to experience and learn more about their local parks through a series of organised park activities and events (different park each month, TBD).
- Volunteer Ranger – an opportunity for adult Queenslanders with relevant skills and experience to get involved in activities that support the effective day to day management of parks, including engaging with visitors.
- Campground Host – an opportunity for adult Queenslanders with relevant skills and experience to get involved in activities that support the effective day to day management of park campgrounds, including engaging with campers.

Working in collaboration with Queensland Parks and Wildlife Service (QPWS), as well as other NPAQ staff, committee members and volunteers, this position will contribute to the achievement of the Queensland Parks Connect Program, including the promotion of the Program and the five sub-programs of Junior Ranger, Cadet Ranger, Park of the Month, Volunteer Ranger and Campground Host.

The Queensland Parks Connect Program has been designed with the following purposes in mind:

- to assist the QPWS deliver against the 'Connect' theme in [Queensland's Protected Area Strategy 2020–2030](#);
- to build the capacity of NPAQ to be a valued partner to the QPWS, the Queensland Ranger Association and Friends of Parks Queensland; and
- to build a pipeline of potential/future park rangers, park volunteers and park supporters

The position requires experience and/or specific capability in the following areas:

- Strong ability to communicate clearly and positively with diverse stakeholders.
- Proven ability to develop and manage compelling content and advertising across social media platforms.
- Ability to grow social following across multiple platforms, achieving not only growth in followers but also in event attendance.
- Capability to maintain a consistent brand tone of voice across channels.
- Proficiency in using social media analytics to measure performance, making recommendations and implementing changes for better performance.

## **ACCOUNTABILITIES**

The duties of the position will encompass, but not be limited to, those outlined below.

### **Key Accountabilities**

- Collaborate with NPAQ Marketing and Communications Manager, Operations Manager, Parks Connect Program Manager and QPWS to devise and deliver digital campaigns, advertising and events that inspire and drive engagement.
- Develop, plan and manage compelling social content on Instagram, Facebook, LinkedIn and TikTok, including advertising campaigns.
- Create copy and captions for social posts to appeal to varied, multi-generational audiences.
- Maintain a consistent brand tone of voice across channels.
- Use social media analytics to measure performance, making recommendations and implementing changes for better performance.
- Continue to optimise content based on performance.
- Reply to all relevant audience comments across social media channels in a timely manner.
- Create exciting, innovative content strategies and plans to attract new audiences and engage our existing social followers.

### **Other Accountabilities**

- Assist in driving advocacy and public engagement to ensure organisational growth and relevance.
- Participate in strategic and operational planning, team building and performance development.

## **RELATIONSHIPS**

The position reports directly to the NPAQ Marketing and Communications Manager and works closely with:

- NPAQ Manager (Parks Connect Program)
- NPAQ CEO
- NPAQ Operations Manager

Other key relationships are:

- QPWS
- NPAQ committee members and volunteers
- NPAQ members, supporters and subscribers
- Other not-for-profit organisations involved in nature advocacy and outdoor events and activities.

### **SPECIAL CONDITIONS**

- Will be required to abide by the [NPAQ Code of Conduct](#).
- Some weekend and out of hours work may be required.
- A current driver's licence is desirable

### **SELECTION CRITERIA**

#### **Essential:**

- Proven experience in a social media management position, preferably with a not-for-profit and/or environmental organisation – with a proven ability to scale followers, social traffic, and revenue.
- Experience in content creation that engages varied and multi-generational audiences.
- Solid understanding of social media strategy, best practice in platforms, and use of creative tools, scheduling tools and analytics (e.g. Canva, Google Analytics, Meta Business Suite, Buffer/Hootsuite, Mailchimp), including for social media advertising and lead generation.
- Strong copywriting skills and ability to generate creative, innovative, and high-quality content.
- Strong written and verbal communication skills essential, with excellent spelling, punctuation and grammar.
- Can-do proactive mindset and a solutions focus.
- Ability to work both autonomously and within a team environment and ability to help generate creative, innovative, and high-quality content.

#### **Desirable:**

- A passion for protecting the environment.
- At least three-years' experience in the not-for-profit sector, working across various business operations.
- Appropriate tertiary qualifications in a relevant discipline, such as marketing, or an equivalent combination of relevant experience.
- Experience in external communications, grant writing and fundraising.
- Strong people skills and a flexible approach when working in a team.
- Photography/videography skills.
- Current Blue Card (work with children)

#### **HOW TO APPLY:**

To apply for this position, please submit **via email** your resume and a 2-page cover letter explaining why you are interested in this position and how you meet the selection criteria listed above (4 pages maximum total).

Applications are to be sent to [admin@npaq.org.au](mailto:admin@npaq.org.au) by COB Thursday 28 November.

*NPAQ is committed to social inclusion, cultural diversity and equal opportunity employment.*