



Positive environmental actions, for everyone.

JOB DESCRIPTION

ROLE:	National Tree Day Coordinator
MANAGER:	National Tree Day Manager
DIRECT REPORTS:	None
LOCATION:	Sydney
HOURS:	37.5 hours per week
DATE:	March 2023

FUNCTION & PURPOSE

The primary objective of the National Tree Day Coordinator role is to:

- Support the National Tree Day Manager with the development, planning, execution and evaluation of Planet Ark's flagship National Tree Day campaign, Australia's largest tree planting and nature care event.
- To promote Planet Ark's profile as an innovative, positive and pro-active environmental group, and our pivotal role in promoting the planting and care of native trees and plants and the importance of connecting people with nature.

PRINCIPAL DUTIES & RESPONSIBILITIES

1. To support the National Tree Day Manager with the development, planning, execution and evaluation of the National Tree Day (NTD) campaign, which incorporates Schools Tree Day, Tropical Tree Day and Planet Ark's Seedling Bank.
2. To support the NTD Manager to plan, implement and evaluate a range of direct marketing activities and events aimed at recruiting NTD site coordinators and supporters, as well as ongoing communications to registered site coordinators.

3. Contribute to the development, distribution and maintenance of NTD campaign resources and collateral across all Planet Ark platforms. Including Coordinators' Toolkit, and community support materials.
4. Contribute to the development and maintenance of Planet Ark's social and news media presence and assist in the updating of information on Planet Ark's and NTD websites.
5. Contribute ideas and create content for NTD communication channels – which includes social media content, monthly newsletters, marketing materials, recruitment collateral.
6. Coordination of Planet Ark's Seedling Bank grant applications and appointment of beneficiaries.
7. Ongoing community management to establish and build relationships with key community groups, with a focus on Planet Ark's Seedling Bank grants program and its beneficiaries.
8. Support the NTD and Communications Managers in drawing out themes and identifying relevant groups for focused program content.
9. Support and respond to inbound enquiries from partners and the public around NTD, where required.
10. Record data, information and feedback in the appropriate databases and monthly reports.
11. Assist the NTD Manager and Information Centre Manager in drawing themes, trends and reports from internal and external stakeholders' feedback.
12. Keep abreast of environmental issues, programs, networks and legislation to ensure optimal relevance and exposure of NTD's messages.
13. Participate in relevant meetings including general staff meetings, campaign team meetings, and brainstorming sessions.
14. Ensure personal adherence to the Planet Ark HR Manual.
15. Any other duties as reasonably directed by management.

WORKING RELATIONSHIPS

Internal Relationships	External Relationships
National Tree Day Manager	Campaign partners and agencies
Communications team	Councils
Campaign Managers	General public, schools, community and environment groups
Information Centre team	
HR Team	
IT Team	

ESSENTIAL SELECTION CRITERIA

- Experience in the development, production, and delivery of innovative community environmental education and/or awareness programs or experience in similar campaigns in other fields
- Experience working on events with multiple stakeholders
- Experience creating content for social media platforms and using analytical tools to support campaign goals
- Strong interpersonal skills with a demonstrated capacity for stakeholder relationship management, diplomacy and conflict resolution
- Excellent verbal and written communication skills with a particular focus on creating content and resources for public consumption across a range of demographics
- Strong time management skills, with an ability to manage ongoing, concurrent tasks, work under pressure and meet tight deadlines all with a fine attention to detail
- Ability to work individually or as part of a team and take directions from others
- Willingness to develop new skills and undertake workplace training and learning
- A strong alignment with Planet Ark's mission and values

DESIRABLE SELECTION CRITERIA

1. 3 years experience coordinating campaigns
2. Bachelor's degree in environmental science or similar
3. Experience working on large scale events
4. Marketing, communication and PR experience
5. Experience with Campaign Monitor
6. Experience with graphic design, video production and/or post-production