



Position Description – Digital Engagement and Events Officer

1. Position Details

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| Position Title | Digital Engagement and Events Officer |
| Specifications | Fixed term role until June 2028, with possible extension contingent upon continued funding |
| Salary | \$105,000 FTE depending on experience |
| Location | (Negotiable) |
| Status | Part Time, Fixed Term (neg between 24-32 hours per week) |
| Reports to | Operations Manager |

2. Position Overview:

The Digital Engagement and Events Officer is responsible for strengthening the National Landcare Network’s digital presence, brand visibility and engagement with our members.

This role supports delivery of the NLN Strategic Plan 2026–2030 by amplifying the collective voice of community-led Landcare, strengthening national coherence, and increasing engagement across the Landcare system. This position delivers high-quality digital communications, online engagement platforms, and national webinars and events. The role also supports implementation of NLN’s Youth Engagement Strategy and ensures digital communications are aligned to the three strategic pillars:

- Community Capability
- Community Wellbeing and Resilience
- Community-led Landscape Planning and Restoration

The position works closely with the NLN’s senior management team, and the NLN Members Council. It also engages with the STLO communication network and external design providers to ensure high impact messaging, professional presentation and measurable engagement growth.



3. Key Responsibilities:

Digital Communications and Brand Presence

- Manage NLN's digital channels, including website, LinkedIn and other relevant platforms, ensuring consistent, professional and strategic messaging.
- Develop and implement a digital communications calendar aligned to NLN's Strategic Plan goals and priority pillars.
- Curate and publish engaging content highlighting Landcare impact, First Nations partnerships, policy priorities and national initiatives.
- Strengthen NLN's brand positioning as the trusted national voice for community-led Landcare.
- Coordinate with external design contractors to ensure brand consistency across digital and print materials.
- Monitor digital engagement metrics and analytics, providing quarterly reports to the CEO and Board on reach, engagement and growth trends.

Events and Webinar Deliver

- Coordinate and deliver national webinars, online forums and digital communities of practice aligned to strategic priorities.
- Support planning and delivery of key national events, including Parliamentary engagement activities and sector roundtables.
- Develop event communication materials including invitations, registration systems, follow-up communications and digital promotion.
- Maintain event records and post-event analytics to inform continuous improvement.

Youth Engagement Strategy

- Support development and implementation of NLN's Youth Engagement Strategy.
- Develop youth-focused digital content and engagement campaigns.
- Identify and trial digital engagement approaches that support participation of young Land carers and emerging leaders.
- Work collaboratively with STLOs to elevate youth voices nationally and promote leadership pathways.

Network Engagement and Collaboration

- Coordinate digital engagement between NLN and STLO communications teams to ensure consistent national messaging while respecting local autonomy.
- Support storytelling across the network, including case studies, short videos, and impact highlights aligned with NLN's Impact Framework.
- Curate digital platforms to support Member Council engagement and internal collaboration.
- Contribute to advocacy campaigns by translating policy messages into accessible digital content.



Continuous Improvement and Innovation

- Explore emerging digital tools to improve communication efficiency and reach.
- Support development of online knowledge resources and digital learning tools aligned to the Community Capability pillar.
- Identify opportunities to grow NLN's online profile and national visibility through partnerships and cross-sector engagement.

4. Qualifications and Experience

- Tertiary qualification in communications, marketing, digital media, community engagement or related discipline (or equivalent experience).
- Demonstrated experience managing digital communications platforms and growing online engagement.
- Experience coordinating online events and webinars.
- Strong written communication skills, with the ability to translate complex policy or environmental content into accessible messaging.
- Experience working in the environmental, community, agricultural or not-for-profit sector highly desirable.
- Demonstrated ability to work collaboratively across distributed teams and networks.
- Proficiency in digital analytics, content scheduling platforms and CRM/event registration systems.
- Understanding of brand management and visual consistency principles.
- Commitment to inclusive communication practices and respect for First Nations leadership and cultural authority.

5. What Success Looks Like in This Role

- NLN has a consistent, professional, informative, and engaging national digital presence aligned with the pillars of the Strategic Plan.
- Digital engagement metrics show measurable growth in reach and interaction.
- National webinars and online events are well attended, professionally delivered and valued by STLOs and partners.
- Youth engagement activities are visible, coordinated and expanding.
- NLN's role as the national voice for community-led Landcare is clearly articulated and recognised online.
- Brand identity is applied consistently across digital and event outputs.
- Communications effectively support advocacy, confidence, and national leadership objectives.



6. Our Values and Behaviours

The Digital Engagement and Events Officer will actively demonstrate NLN's values:

Representative – Amplifying grassroots voices and community stories.

Consultative – Engaging STLOs and members in content and messaging.

Non-Party Political – Maintaining neutrality while advocating for environmental and community outcomes.

Knowledge-Based – Communicating evidence, impact and lived experience.

Networked & Collaborative – Connecting people across the Landcare system.

Inclusive – Promoting diverse participation including youth and First Nations leadership.

Focused on Making a Difference – Sharing tangible outcomes and impact.

Traditional Custodianship – Embedding cultural respect and acknowledgement in communications practice.

How To Apply:

Please submit a cover letter (maximum 2 pages) addressing the key responsibilities of the position and CV by email to andrew.richards@nlm.org.au no later than **Monday 23 March at 11pm**. For further information or queries get in touch with Andrew Richards at 0403844119 or by email at andrew.richards@nlm.org.au.

About the National Landcare Network

The National Landcare Network (NLN) is the peak representative body for community Landcare groups across Australia. As the national voice for grassroots Landcarers, the NLN advocates for the thousands of volunteers—of all ages and backgrounds—who are restoring land and water, managing weeds, and caring for local environments. Across the country, community Landcare involves more than 2,000 active State and Territory Landcare Organisation members, representing over 6,000 individual groups and more than 160,000 dedicated Landcarers. The NLN also works to strengthen this movement by building capability, supporting knowledge sharing, and ensuring volunteers have the funding they need to continue their vital work. Learn more about who we are and what we do at www.nln.org.au/.