

Position Description

POSITION TITLE:	Veg Comms Lead
POSITION TYPE:	Full time or Part time (at least 0.8 FTE)
CATEGORY:	Manager/Technical Specialist (A)
STREAM:	Veg
LOCATION:	Remote / Australia
GUIDE:	Veg Programs Lead
WILL THIS POSITION BE A GUIDE	No

Organisational overview:

Animals Australia has earned a global reputation as leaders in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

VISION

A world where kindness, compassion and respect extend to all living beings

PATHWAY

We illuminate the pathway to a kinder world for all

OUR APPROACH

Achieving our vision requires a profound shift in humanity's thinking: how humanity perceives itself its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

- Ignite an evolution of human thought that will heal the human-animal relationship
- Evoke awe, reverence and respect for nature and our fellow species
- Inspire and empower humanity to live from our highest potential and noblest instincts
- Live our values and vision and embody the change we wish to see in the world



Our vision is a world where kindness, compassion and respect extend to *all* living beings.

Position purpose and context:

<p>STREAM:</p>	<p>The Veg Advocacy Team helps achieve Animals Australia’s vision by creating engaging and innovative strategies and communications that inspire and support people to embrace a plant-based life. Primarily working under the brand VegKit, the team serves the objectives of Animals Australia’s strategic focus area <i>Transforming the food system</i> by growing the number of people eating plant-based, as well as normalising plant-based eating in society.</p>
<p>POSITION PURPOSE:</p>	<p>The Veg Comms Lead is responsible for creating a broad range of communications that encourage and support people to embrace a plant-based lifestyle, while also elevating the VegKit brand to help reach new audiences. This is an exciting and dynamic role that requires a high level of initiative, creativity and communications skills.</p>
<p>KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> ▪ Animals Australia individuals and contractors ▪ Supporters and donors ▪ Members of the public ▪ External organisations / agencies / collaborators
<p>PRIMARY RESPONSIBILITIES:</p>	<p>CONTENT CREATION AND MANAGEMENT</p> <ul style="list-style-type: none"> ▪ Produce high-quality, engaging, written content tailored to diverse audiences and mediums, e.g. blog articles, email broadcasts, recipe descriptions, website copy, and occasional print materials. ▪ Review and edit content created by other VegKit writers to maintain high-quality standards. ▪ Proactively identify content gaps and opportunities to help meet our veg advocacy goals. ▪ Create original concepts that reflect Animals Australia’s theory of change and advocacy approach. <p>EMAIL CAMPAIGN OPTIMISATION</p> <ul style="list-style-type: none"> ▪ Optimise existing email journeys and regularly update and enhance the content of VegKit’s email broadcasts.

- Develop new email campaigns, journeys and newsletters to grow and strengthen engagement with VegKit subscribers.

WEB CONTENT MANAGEMENT

- Publish content and update articles, recipes, and product information on the VegKit website, ensuring content is current and engaging.
- Implement SEO practices in collaboration with external agencies to capitalise on new strategies and techniques that improve visibility and reach of VegKit content.

STRATEGY AND CREATIVE DEVELOPMENT

- Collaborate with Veg Programs Lead to develop and refine the communications strategy for VegKit, aligning with Animals Australia's strategic goals.
- Innovate and contribute new ideas to elevate campaigns and explore fresh methods of influencing behaviour change.

STAKEHOLDER LIAISON AND COLLABORATION

- Coordinate and liaise with external parties as needed to support communications-related tasks and projects.
- Assist Veg Programs Lead in delegating writing and communications tasks to improve overall team workflow and efficiency.

RESEARCH

- Maintain a comprehensive and up-to-date knowledge of the plant-based food sector, as well as research relating to consumer preferences and behaviour change.

Role requirements:

ATTRIBUTES:	<p>VALUES</p> <ul style="list-style-type: none">▪ Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative. <p>KNOWLEDGE</p> <ul style="list-style-type: none">▪ An enthusiasm for plant-based food and food advocacy, as well as a contemporary knowledge of plant-based diets (including products, ingredients and basic nutrition).▪ A basic understanding (that can be built upon) of the positive benefits of eating plant-based (for animals, human health and the planet). <p>COMMUNICATIONS AND RELATIONSHIP CAPABILITIES</p> <ul style="list-style-type: none">▪ Strong writing and editorial skills with the ability to review and enhance written content, ensuring clarity, accuracy, and consistency of tone.▪ Acute attention to detail, particularly regarding externally facing written content.▪ Demonstrated experience writing to a variety of different audiences and using a range of different channels.▪ Understanding of email marketing and journeys, including using analytics tools to assess engagement and optimise messaging.▪ Well-developed interpersonal and communication skills with the ability to build and maintain relationships with internal and relevant external stakeholders.▪ Ability to effectively collaborate with key stakeholders to successfully deliver on communications-related tasks and projects.
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PROBLEM SOLVING CAPABILITIES

- Strong problem-solving skills with the ability to analyse situations, identify challenges and develop practical solutions.
- Demonstrated ability to generate innovative ideas and strategies to address challenges and enhance campaigns.

FLEXIBLE AND ADAPTABLE

- Proven ability to thrive in a fluid and dynamic environment working both autonomously and collaboratively.
- Pragmatic. Reasonable. Openminded – with a willingness to challenge your own thinking – to get the best outcomes for animals.

SELF-MOTIVATED, WELL ORGANISED AND EFFICIENT

- Self-driven, with the initiative to identify and progress opportunities independently.
- Proven ability to deliver outcomes with a high degree of autonomy.
- Excellent time management, organisational and planning skills to effectively balance competing priorities – successfully delivering high quality results on time and at short notice.

SYSTEMS AND TECHNOLOGY

- Familiarity with tech-based communication tools and platforms, and/or a demonstrated ability to learn and adopt new technologies and tools quickly. Examples of such tools include email-building software (e.g. Stripo), photo-editing software (e.g. Photoshop), and content management systems (e.g. Wordpress).
- Understanding of and experience in writing for different platforms (i.e. longform copy for offline communications, plus writing for the web) as well as effective use of visual communications (including experience using software such as Adobe Suite or Canva).

Role requirements (continued):

VALUES:	<ul style="list-style-type: none">▪ Experience with website content management and publishing.▪ Basic understanding of SEO principles. <p>DESIRABLE:</p> <ul style="list-style-type: none">▪ Experience working with external agencies to implement proposed strategies or changes into our website and other resources.▪ Experience with guiding and leading team members in implementing communication strategies, projects, and workflow processes.▪ Experience working in a similar environment (e.g. NFP/ For Purpose, animal protection, advocacy, campaigns, etc.).▪ Experiencing using analytics tools (e.g. GA4) to gain insights and optimise communications and campaigns.
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Values Framework:

VALUES:	<p>The way we work is as important as what we do. The Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.</p> <p>Animals Australia Values:</p> <p>INTEGRITY</p> <p>We are considerate and act honestly and ethically at all times.</p> <p>COMPASSION</p> <p>We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices.</p> <p>COURAGE</p> <p>We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice.</p>
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	<p>INNOVATION</p> <p>We explore and create dynamic new approaches and strategies to bring about change.</p> <p>INCLUSIVITY</p> <p>We understand that a kinder future depends on diverse and inclusive collaboration.</p> <p>COMMITMENT</p> <p>We are relentless, dedicated, agile and resourceful.</p>
OTHER RELEVANT INFORMATION:	Animals Australia supports a work/life balance and encourages flexible work arrangements.

Agreement and acceptance:

INDIVIDUAL NAME:	
INDIVIDUAL SIGNATURE:	
DATE:	
GUIDE NAME:	
GUIDE SIGNATURE:	
DATE:	