



Content Specialist - Position Description

EDO relies on our people to use their skills and experience to provide the best possible support to our clients and other staff. While this job description aims to outline the fundamental reason the role exists, the role may evolve as EDO evolves.

If you see a way to play to your strengths in a way that achieves EDO outcomes, please don't be limited to this list. We have important work to do and need everyone to be operating at their best.

Job title: Content Specialist

Reporting to: Head of Marketing & Media

Purpose of the position:

Creating compelling content around EDO's impact for our key audiences across channels including email, web, and social media. Developing and executing content plans to engage EDO's donors, supporters and regular givers around our core goals relating to fundraising, brand development and strategic communications.

Key responsibilities & duties

The Content Specialist role is a key part of the Marketing & Media Team, leading the development of content and collateral to support EDO's communications and multichannel marketing strategies.

The duties and responsibilities of the Content Specialist may include but are not limited to:

- Developing a range of marketing and communications content and collateral that demonstrates EDO's work and impact and aligns with and strengthens the EDO brand.
- Crafting compelling web content including blog posts, news and other material for the EDO website.
- Develop and build emails using EDO's marketing automation/CRM platform.
- Crafting digital ads, landing pages and other collateral to attract new supporters and donors to the EDO community.
- Develop and build user journeys using EDO's marketing automation/CRM platform.
- Developing and executing content plans to retain and engage existing supporters and donors, and strengthen their relationship with EDO.
- Developing fundraising content, including emails, digital ads, landing pages and other content associated with EDO's regular appeals.
- Writing other content and collateral to support the Marketing & Media Team as required.



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General

All staff have a responsibility to:

- Develop and maintain a good knowledge of EDO's role and policies.
- Represent EDO in a positive and effective manner by actively demonstrating EDO Values.
- Attend, and contribute actively and constructively at staff meetings.
- Maintain appropriate records, assist with office administration, such as files, computer and precedent systems.
- Seek opportunities for personal and professional development, particularly related to the team and position's specific areas of responsibility.
- Respond to requests by clients and fellow staff in a knowledgeable, professional, constructive and respectful manner.
- Provide accurate and timely data and information for reporting, fundraising and communications purposes.

Commitment to EDO's values:

Commitment

- We are committed to; a united organisation, to each other, to collaboration, to justice, to our communities and to creating a world where nature thrives.
- We are committed to providing excellent legal services and resources, informed by the best-available science, in order to empower clients and communities.
- We are committed to improving our planet and society.
- We care for EDO's clients and stakeholders.
- We are fearless in the face of adversity, and care for each other as we face this adversity.

Diversity

- We are respectful of and welcome diversity of staff, volunteers, offices, environmental regions, communities, stakeholders.
- We respect First Nations Peoples' knowledge and experience, and work with them to protect their country and culture.
- We acknowledge that the law has not always been just.
- We dedicate ourselves to understanding the diversity of our people and culture.
- We welcome and respect our own differences and learn from them, and collaborate to achieve our greatest potential.
- We are great lawyers and great people, with open hearts and open minds.
- We respect the different places our stakeholders come from and strive to help them, even if their worldviews don't align completely with ours.



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Integrity

- We work effectively, efficiently, strategically, professionally and ethically; “justice is in our nature”.
- We are truthful with ourselves and others.
- We are nonpartisan and inspire trust in our clients, stakeholders and government.
- We respect the world's resources and make maximum productive use of the resources entrusted to us.

Vision

- We lead change and environmental empowerment using innovation, creativity, and courage.
- We expand the boundaries with creativity and skill, pioneering new legal pathways to a healthier, safer world and inspiring others.
- We are inquisitive, curious and persistent: exploring new ideas and embracing change.
- We boldly challenge the status quo while providing solutions to our most pressing challenges.