



**Job Title:** Community Engagement Coordinator  
**Reports To:** Manager, Operations and Program Expansion  
**Location:** Sydney, Australia  
**Date:** February 2019

Established in 1992, [Project AWARE® \(projectaware.org\)](https://projectaware.org) is a global movement for ocean protection powered by a community of adventurers. Our mission is to connect the passion for ocean adventure with the purpose of marine conservation. We bring together a dedicated team of individuals around the world who share a passion for ocean protection and adventure to secure real and direct environmental victories. We collaborate, co-create and partner with individuals, governments, NGOs, and businesses who, like us, believe in a future where the ocean no longer needs protecting.

We champion policy change, engage and activate a global volunteer community to tackle specific objectives for global ocean protection. With offices located in Australia, United Kingdom and the United States, we take action to create both local and global change for the ocean and the communities who depend on it. Our local actions collectively protect the most vulnerable marine species and decrease pollution. Project AWARE is a registered non-profit organisation.

### **COMMUNITY ENGAGEMENT COORDINATOR**

Reporting to the Operations and Program Expansion Manager, the Community Engagement Coordinator works toward building and nurturing relationships with Project AWARE supporters across the globe, galvanising grassroots action to support Project AWARE's conservation goals. The Community Engagement Coordinator works with all members of the global team and in close coordination with the Community Engagement team to support and develop engagement strategies - both locally and globally. The initial focus of the role will be to build up engagement in the Australian and Asia Pacific markets while still supporting global objectives. The Community Engagement Coordinator will serve as a liaison for AWARE supporters and as an event organiser to drive engagement for community action to meet our conservation goals.

## **KEY RESPONSIBILITIES**

### **COMMUNITY ENGAGEMENT: (30-32 hours per week)**

Reporting directly to the Operations and Program Expansion Manager, and in close collaboration with the global Community Engagement team, this position will conduct:

**Community Field Engagement** - Field engagement will initially concentrate on building the local Australian and Asia Pacific communities but will also support the global community and team.

- Develop and implement a community stewardship plan to grow the Australian and Asia Pacific communities, in alignment with global community engagement plans.
- Develop and coordinate proactive outreach to Project AWARE's global community.
- Assist in training and empowering grassroots community leaders to encourage deeper engagement and strengthen relationships.

### **Community Engagement Strategic Development**

- Assist with developing and implementing community engagement tactics to build support for Project AWARE's conservation goals and action.
- Assist with developing and maintaining community training resources, guidelines and tools to train community leaders, on-the-ground grassroots action, and the delivery of campaigns.
- Administer My Ocean - Project AWARE's global online community.

**Event Coordination**- Events will initially concentrate on community events in Australia and the Asia Pacific region – including but not limited to field events, ocean-minded community events and networking opportunities, dive shows and meetings.

- Coordinate community events from conception to completion and represent Project AWARE at events.
- Support global community engagement strategies such as international dive shows.

### **Relationship Building**

- Serve as a primary liaison for Australian and Asia Pacific community to help drive engagement.
- Build and nurture community partnerships.
- Encourage support for Project AWARE's grassroots actions using online tools and in-person networking opportunities.
- In collaboration with cross-office, cross-functional teams support the culture of change and innovation.

### **Communication**

- Develop and deliver reports, presentations and business correspondence at a range of community forums. Effectively present information and respond to questions from community stakeholders and the general public.
- Assist with shining light on the community through effective storytelling online and offline.
- Raise brand awareness both online and offline.

### **ADMINISTRATION (8-10 hours per week)**

- Administer daily merchandise and mailing requests to support the community needs.
- Administer local inventory and supply chain, support global inventory and supply chain management.
- Administer donations from community partners.
- Coordinate the development of events collateral.
- Maximise the use of the CRM to match supporters with conservation actions undertaken by our community.

### **MINIMUM REQUIREMENTS**

- Strong commitment to marine conservation with a working knowledge of ocean issues.
- (PADI) Scuba Diving Instructor with a working knowledge of the PADI Educational System
- Familiar with Australian and Southeast Asian markets as well as the Australian dive and ocean community.
- Community engagement experience ( 1- 2 years)
- Dedication to customer service and satisfaction; excellent interpersonal and communication skills.
- An excellent command of the English language both written and verbal.
- Motivated self-starter with exceptional planning and organisational skills.
- Ability to handle multiple priorities and thrive in a high change, multinational, and virtual work environment.
- PC literate: Microsoft Office, CRM, web & social media
- Willing to travel if and when required. (Estimated travel – 10%, mainly domestic).

### **PREFERRED BUT NOT REQUIRED**

- Ability to speak another language is a plus (Mandarin, Cantonese or a Southeast Asian language preferred).

This position demands 40 hours of work per week and is based out of Project AWARE's Asia Pacific office in Sydney, Australia\*.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function.

*\*You **must have the right to live and work** in Australia to apply for this job*