



# Environmental Defenders Office

## Head of Marketing & Media – 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.

### Purpose of the position

The Head of Marketing & Media is responsible for developing and executing EDO's marketing, media and communications strategies across the organisation's paid, earned, shared and owned channels.

This role involves managing staff, resourcing, outputs and priorities of the Marketing & Media Team to achieve the priorities of EDO's FMC Team and the overall goals of the organisation.

The Head of Marketing & Media oversees EDO's content, website and social media platforms to ensure that the overall aesthetic, visual language, key messages and tone of voice are in brand alignment and executed with high understanding and knowledge of the supporter.

This role is responsible for developing clear strategies and plans to grow brand equity, market share, volume, revenue and create sustainable competitive advantage for EDO.

A critical part of this role is developing and executing non-major donor acquisition, fundraising and retention strategies in collaboration with the Director of Fundraising, Marketing and Communications, and works with the Head of Philanthropy to achieve consistent branding on major donors communications, as well as collaborating on the design and implementation of digital strategies to engage and acquire major donors.

### Key responsibilities & duties

- Lead the development and implementation of the organisation's marketing, media and communications strategy
- Manage the Marketing & Media Team to achieve the priorities of the Fundraising, Marketing and Communications Team and the wider organisation
- Develop and execute plans to grow brand equity, share of voice and brand difference within a scale up and down media framework.
- Design and implement consistent branding and narrative across major donor communications and develop digital strategies to engage and acquire major donors in collaboration with the Head of Philanthropy.
- Work with all staff to ensure branding is consistently integrated across owned channels and platforms as well as applied across external communications including events, legal products, and fundraising and supporter comms.

- Lead the development of a digital acquisition and retention strategy for non-MD supporters and donors in collaboration with Director of Fundraising, Marketing and Communications.
- Manage the fundraising strategy for EDO, utilising a full-service fundraising agency for direct mail appeals.
- Run the Marketing & Media team to support legal and other staff with creation and editing of materials, from legal fact sheets to fundraising campaigns.
- Work with legal staff on reports and other publications to maximise their media messaging opportunities.
- Working with relevant staff, research and prepare external communications materials including media releases and pitches, messaging documents and social media on tight timelines.
- When needed, work with external consultants such as web developers, communications and fundraising strategists and branding consultants.
- Prepare in-depth analysis of marketing and media reporting and opportunities.
- Seek opportunities for personal and professional development, particularly related to your specific areas of responsibility
- Respond to requests by clients and fellow staff in a knowledgeable, professional, constructive and polite manner

### 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.

### 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.