

**POSITION DESCRIPTION**  
**Head of External Relations**

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| Position Title | Head of External Relations                 |
| Type           | Ongoing                                    |
| Fraction       | Full-time                                  |
| Days, hours    | Monday to Friday with flexibility in hours |
| Location       | Abbotsford Convent, Abbotsford             |
| Reporting to   | CEO  |
| Direct Reports | 5 direct reports                           |

**Role and Responsibilities**

The Head of External Relations at Wildlife Victoria is the key executive accountable for Wildlife Victoria external leadership and engagement and is critical to ensuring the ongoing sustainability of the organisation and positioning into the community.

This role is an integral member of the Wildlife Victoria leadership team reporting to the CEO and will provide thought leadership and input across the organisation holistically and be a key advisor to the CEO and other leadership team members. The Head of External Relations is accountable for Brand, Media, Marketing, Communications, Fundraising and External Engagement including Sponsorships, Partnerships, Community Engagement and Public Relations. Responsibilities span both development of an integrated External Relations strategy and its operational delivery.

Key responsibilities:

- Extend the reach of the Wildlife Victoria brand and create and maintain a positive image for Wildlife Victoria through media and communications
- Develop a fundraising strategy, set annual fundraising targets and drive income generation with a strong positive return on investment
- Develop a marketing and communications strategy, develop annual plans and lead activity
- Source and foster external relationships and collaborate with external partners to achieve Wildlife Victoria's strategic objectives
- Grow and deepen Wildlife Victoria's relationships with key partners and stakeholders
- Lead and oversee events management
- Oversee marketing and fundraising operations including CRM database and donor records
- Develop and implement a metrics based approach to measuring success of external activities
- Establish a brand strategy including development of a brand identity, brand values and setting style and brand guidelines.

The Head of External Relations will transform Wildlife Victoria's activities end to end across the scope of the role to ensure a sustainable, professional and effective external presence ongoing.

## Selection Criteria

### Essential:

- A tertiary qualification in Marketing, Communications or Public Relations
- Minimum 15 years experience in a senior external relations role and direct experience working across the broad range of specialist areas identified for the position across both strategy and operational delivery
- Expert communication skills, both written and verbal
- Strong networks into the corporate and not for profit sector and into media
- Demonstrated ability to develop and implement an external relations strategy to achieve outstanding tangible outcomes
- Experience working across the not for profit sector
- Evidence of transforming the external positioning for an organisation to strong outcomes
- An adaptive and constructive leadership approach with capability to work effectively under pressure and navigate through difficult situations
- Strong business acumen

### Desirable:

- MBA qualified
- A passion for wildlife and connection to the Wildlife Victoria purpose

## About Wildlife Victoria

Wildlife Victoria is a Not For Profit organisation that has provided the Victorian community with a Wildlife Emergency Response service for over 35 years. The organisation has a small number of paid staff and a large number of volunteers.

Every year thousands of native animals in Victoria become sick, injured, or orphaned, often as a direct result of human activity. If left unassisted, these animals may suffer and die in pain or of starvation. Our Wildlife Emergency Response Service receives notifications from members of the public via our emergency phone and online reporting system. We receive more than 100,000 requests for help a year and help over 90,000 animals. When a member of the public contacts us about a sick, injured, or orphaned animal, our Emergency Response Operators provide advice to help the caller manage the situation appropriately, and when necessary, arrange for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal.

The rescue service relies on an extensive state-wide network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife, and the licenced carers and shelters who accept animals into their care for rehabilitation and release.

We advocate for wildlife whenever their welfare is under threat or compromised. We support efforts by government, community groups and individuals to ameliorate threats to wildlife, particularly those that are caused by humans.

In addition to the rescue service, through our education programs and activities we help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and by facilitating positive community attitudes toward wildlife.