

Landcare Communications & Engagement Officer Position Description



Position Title:	Landcare Communications & Engagement Officer
Reports to:	Office Manager (day-to-day supervision) GMLN Executive Committee (bi-monthly) Victorian Landcare Facilitator Program (VLFP) Manager
Location:	Based at the GMLN office in Shepparton, with flexible working arrangements, including the opportunity to work from home by agreement. Some evening and weekend work may be required, although this is expected to be minimal.
Employment type:	Part-time (approximately 2 days per week, with the potential for additional hours)

About the Goulburn Murray Landcare Network (GMLN)

The Goulburn Murray Landcare Network (GMLN) is a community-led organisation supporting Landcare and natural resource management across the agricultural floodplains of the Goulburn Broken and North Central Catchments. Operating across approximately 3,000 square kilometres, GMLN supports more than 20 Landcare and environmental volunteer groups working to protect and enhance our region's natural environment. Established in 1995, GMLN works collaboratively with Landcare volunteers, government agencies, Traditional Owners, local councils, schools and community organisations to promote sustainable land management and build resilient, connected communities. Key partners include Agriculture Victoria, DEECA, the Goulburn Broken and North Central Catchment Management Authorities, Parks Victoria, the City of Greater Shepparton, Moira Shire, the Shire of Campaspe and the Yorta Yorta Nation Aboriginal Corporation.

GMLN supports Landcare across the agricultural floodplains by:

- Connecting sustainable agriculture with natural resource management.
- Strengthening partnerships across communities and organisations.
- Supporting knowledge sharing, education and collaboration.
- Encouraging innovation through research and project partnerships.
- Influencing regional planning and environmental outcomes.
- Providing resources, information and support to local Landcare groups.

We are a small, passionate team committed to supporting our volunteers and member groups to deliver meaningful environmental outcomes. We value collaboration, community engagement and practical action, and we're looking for an enthusiastic team member who shares these values to help strengthen our communications, support local Landcare groups and assist with the delivery of events and projects across the network.

Position purpose

The Landcare Communications & Engagement Officer plays a key role in supporting the Goulburn Murray Landcare Network (GMLN) and its member Landcare and environmental volunteer groups to build their capacity, resilience and long-term sustainability. The position supports groups across the Goulburn Broken Catchment to undertake activities that protect, enhance and restore the natural environment while fostering strong community participation and volunteer engagement.

The role is responsible for promoting the work and achievements of GMLN and its member groups through engaging communications, social media, newsletters and community engagement activities, with a focus on increasing community awareness and encouraging new volunteers to become involved in Landcare.

Working as part of a small, collaborative team, the position also provides administrative and operational support to the Office Manager and Landcare Facilitators. This includes assisting with the planning and delivery of events, workshops and projects, supporting the day-to-day operations of the Network, and providing backup administrative support, including payroll processing in Xero during periods of staff leave or as required.

This is a diverse and hands-on role suited to a proactive and organised individual who enjoys working with people, creating engaging content, supporting volunteers and contributing to positive environmental outcomes across the region.

Key Responsibilities

Communications and Promotion

- Coordinate the development and management of GMLN's social media platforms.
- Create engaging social media content, including photography, graphics, short videos and promotional material.
- Promote the activities and achievements of GMLN and local Landcare groups to increase community awareness and encourage new volunteers, particularly younger people.
- Assist with the coordination and production of the GMLN newsletter and other communication materials.
- Assist with updating and maintain the GMLN website and other online communication platforms.
- Assist with media releases and promotional campaigns where required.

Community Engagement

- Assist with the planning, promotion and delivery of workshops, field days, community events and volunteer activities.
- Visit Landcare groups throughout the Goulburn Broken Catchment to support activities and gather stories and content.
- Build positive relationships with volunteers, community groups, partner organisations and stakeholders.
- Support initiatives that strengthen volunteer engagement and build the capacity of Landcare groups.

Administration and Operational Support

- Provide administrative support to the Office Manager and Landcare Facilitators.
- Act as a backup for the Landcare Facilitators during periods of leave or high workloads.
- Assist with event registrations, bookings, record keeping and general office administration.
- Provide backup support for payroll and other administrative tasks using Xero.
- Undertake other duties consistent with the position as required.

Selection Criteria

Essential

- Excellent written and verbal communication skills.
- Demonstrated experience creating engaging content for social media and online communications.
- Experience using Facebook and other social media platforms for community or organisational engagement.
- Demonstrated ability to update and maintain websites and online content.
- Excellent organisational skills with the ability to manage competing priorities and meet deadlines.
- Ability to work independently with minimal supervision while contributing effectively as part of a small team.
- Strong interpersonal skills and the ability to build positive relationships with volunteers, community groups and stakeholders.
- Proven ability to plan and assist in the delivery of community engagement and capacity-building events.
- High level of self-motivation, initiative and problem-solving ability.
- Ability to multitask and prioritise workloads in a dynamic environment.
- Current Victorian Driver Licence.
- Current Working with Children Check (or willingness to obtain prior to commencement).

Desirable

- Sound understanding of the Landcare movement and practical experience working with Landcare or environmental volunteer groups.
- Experience using Xero accounting software, particularly payroll.
- Experience using Canva, Adobe Creative Suite or similar graphic design software.
- Photography and/or video editing skills.
- Experience writing newsletters, media releases or other promotional material.
- Knowledge of environmental or natural resource management issues within the Goulburn Broken region.

Employment Conditions

- Part-time position (approximately 2 days per week), with the possibility of additional hours.
- Based in Shepparton with flexible working arrangements, including work from home by agreement.
- Minimal evening and weekend work may be required.

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- The role requires travel throughout the Goulburn Broken Catchment. A GMLN vehicle will be provided where possible. Where a private vehicle is used for work purposes, reimbursement will be paid at the current ATO kilometre rate.
 - Salary will be negotiated based on skills and experience.

Why join GMLN?

This is an opportunity to make a genuine difference by supporting local volunteers and promoting environmental projects that benefit our communities and landscapes. You'll enjoy a flexible, supportive workplace where no two days are the same and where your ideas and creativity are encouraged.

How to apply

To apply for this position, please submit:

- A cover letter outlining your suitability for the role and addressing the Selection Criteria.
- Your current resume, including the contact details of two professional referees.

Applications should be forwarded to:

Office Manager

Goulburn Murray Landcare Network
82 Wyndham Street, Shepparton VIC 3630
Email: info@gmln.com.au

Applications close: Friday August 14, 2026.

For further information about the position, please contact Fiona Stuart on 03 5821 3530 or via email info@gmln.com.au