

Role Title: Ed Head
Team: LEAVE NO TRACE
Department: Operations

Dates Required: Casual items 2 months pre-event; specific events during the burn; casual promotional media 1 month post-event.

Ideal Skills:

- Good computer skills: word processing, spreadsheets, project management
- Some education, publishing or editing qualifications and/or experience would be great
- Writing and communication skills
- Design, create and/or requisition print assets
- Social media promotional experience
- OR - a willingness to learn all of these skills in a basic sense

Training Provided: Instructions on what kinds of education assets and programs are needed. If you have the necessary creative talent we can train you on how to effectively communicate via social media and design software skills.

Amenities Provided: A modest budget can be allotted for e.g. print materials.

Team Description:

We return the paddock to its former glory and keep a record of how well each theme camp upholds the LNT principle.

We educate our community on how we can leave no trace of our activities and festivities at Matong State Forest.

In doing so we support participants to practice self-reliance and civic responsibility.

Role Description:

You are a creative communicator. Sometimes amusingly whimsical, other times firm and serious.

We need someone in this role to manage the educational side of Leave No Trace. Having a dedicated education person ensures our message is consistent, and allows a fresh brain to come up with creative ideas to get the message to the masses. The only limit is your innovative mind.

What we envision in this role is someone who can create engaging educational materials such as videos, print media, site signage and maybe even sing-songs, as well as coming up with novel ways to engage the community at large – especially in the run-up to the event. This includes social media, email campaigns, and maybe even some guerilla promo like flash mobs.

The primary aim is to bring to life the LNT motto: “Nothing Hits the Ground.” This means we do our best to make sure participants already know when they come in the gates how to avoid MOOP becoming MOOP.

Ideally we want someone who can create an education strategy and follow it through. Depending on what kind of job you do, this role might not be needed next year.

There is a fair bit of scope to get really creative and playful here while getting across a meaningful message that Burners hold close to our hearts.

If this sounds like your kind of gig, get in touch.

How to Join: Register to join the crew via completing the Crew registration Form found [here](#).

Version and revision date: v1 (18 Jan 2017)