

Role Title: Ranger Communications Lead

Team: Red Earth Rangers

Department: Site Safety

Team Description

The Ranger Communications Lead is a support role responsible for communications between potential participants of Burning Seed via the Rangers social media page

The Ranger Communications lead reports to the Ranger Lead (including 2IC). The Communications Lead is a participant who volunteers a portion of their time throughout the year prior to the Burning Seed event.

Rangers act as non-confrontational community mediators, providers of reliable information, facilitators of public safety, and navigators at the edge of chaos.

Day or night, pairs of Rangers can be found walking about the paddock engaging with the community, enjoying the art, and always ready to help sort things out. As a Ranger Communications Lead, you are supporting the on-the-ground Rangers do what they do best.

Role Summary/Purpose:

The role of Communications Lead is to be a hive of activity on the Red Earth Rangers social media channels, primarily the official facebook page. You will be responsible for regular posting of important updates, interspersed with fun and engaging material to keep focus and interest of potential and enlisted Rangers throughout the year.

In addition, you may be messaged by social media users day to day. You will respond to these in a helpful and engaging manner and either resolve the query or refer the person to an appropriate contact point (i.e. PEER, Rangers Lead, etc)

Comms Lead reports upstream to the Lead and 2IC, and will work with adjacent groups such as Ranger Administration and Crew Wranglers and others depending on the messages that come through.

Major team projects for 2017:

- Solidifying a strong and dedicated core group of Ranger leadership
- Recruiting more Rangers, while keeping the Ranger attrition rate low
- Strengthen and define existing policy and SOPs so that stakeholders are empowered to make tough calls and decisive action when necessary

Working relationships:

- PEER Rangers, Sanctuary, Medical Team, Security Team
- Crew Wranglers
- Rangers Lead & 2IC
- Jedi Council

Time Commitment/Dates required:

- **Year Round:** 2-20 hours per week depending on the time of year, more commitment is needed closest to the event and during spikes of Nevada/Regional burn activity (i.e. during Seed ticket release, date announcements, other Regional Burns and the months prior to Seed where awareness and interest will be at its highest.)
- **On Site:** Nil,
- **Post-event:** 2-10 hours per week, due to awareness from new Seed participants or those who want to get involved in following years after witnessing, or receiving support from, the Rangers. Also providing input for Rangers Afterburn Report.

Duties/Responsibilities

- Regular (Daily if possible) checking of the social media page for messages and comments - will peak and trough depending on time of the year and any relevant Burner milestones/events.
- Responding to traffic comments and messages in helpful and engaging/fun way - you're the social media face of the Red Earth Rangers and we're fun!
- Escalate queries to Ranger Leads or other groups in the event of an atypical query.
- Embody the Ranger spirit, promote the importance of Rangers and be on the lookout for new recruits

Key challenges

- Provide timely responses to queries and being helpful and enthusiastic, even when supplying the same information repetitively. Where possible, responses should be returned by COB next business day for all standard queries.
- Fielding challenging queries and reports throughout the year and knowing when to escalate upstream.
- Maintaining morale through the year and communicating this effectively pre and post event.
- Finding funny memes, cat pictures and other inspirational content to share from time to time. Keep it fun and clean.

Necessary Qualities, Knowledge and Experience:

- Must possess exemplary written and verbal communications.
- Consistent access to the internet and to a computer or device capable of social media
- Excellent understanding of the Rangers role as well as adjacent Site Safety groups (i.e. PEER, FART, etc)

Desirable Qualities, Knowledge and Experience:

- A Dedicated Enthusiasm in what the Ranger Team does for our community
- Prior experience as a DIRT ranger or other Site Safety role.
- Past experience in staff/volunteer coordination or equivalent.
- Would suit individual with administration, marketing, web design or similar background. Experience with the aforementioned would be desirable.
- Detail-oriented writing skills for query responses and addressing queries first-time.
- A Desire to obtain more experience in Rangering through attending other Regionals in a Ranger or Ranger Support Capacity.

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

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