

## Digital Campaigner Role: My Vote Matters Federal Election 2019

### POSITION DESCRIPTION

#### POSITION DETAILS

**Position Title:** Digital Campaigner

**Primary location:** Level 1/ 372 Spencer St West Melbourne

**Status:** Fixed contract until the end of the 2019 Federal Election.

**Remuneration:** Based on a Contract Rate of \$69,000 p.a.

**Primary hours:** Part time, 0.6 EFT or Eq. to 3 days per week

**Reports to:** Campaign Project Manager and ICV Board

**Position begins:** April 2019

### ABOUT THE ROLE

We're looking for a passionate digital campaigner to support the Muslim community in Australia to organise itself electorally, during the 2019 Federal Elections Campaign.

This isn't a regular campaigns role, the Australian Muslim community has not been organised for political purposes before and in fact, according to preliminary research and anecdotal evidence a large number of Muslims in the country are not enrolled to vote and a great number of those who are enrolled to vote do not consistently exercise this right. This is due to a number of factors including a lack of awareness of the political system and the importance of civic participation, a sense of disenfranchisement brought upon by the barrage of attacks and persistent portrayal of Australian Muslims in the media as not belonging to Australia, and general apathy and skepticism about the potential for change.

The role is suitable to a self-motivated individual who's flexible and open to working irregular hours, often on weekends and afterhours for the duration of the campaign. The successful candidate will be responsible for the implementation of six key components of our Get Out to Vote campaign, with a particular focus on some of the most marginal federal seats. These key elements include (1) Develop and run a digital campaign (2) Manage the online supporter engagement program (3) Materials coordination (4) Rapid response campaigns (5) Data management and reporting (6) Support the Campaign Manager:

### **About the ICV**

The Islamic Council of Victoria (ICV) is the peak Muslim body representing an estimated 200,000 Victoria Muslims and close to 70 member societies. ICV advocates on behalf of the Muslim community and also provides innovative programs and social welfare services while leading state and national initiatives on cohesion and harmony through community consultations and advice to Government. It has experience in building meaningful engagements, partnerships and projects with over 70 organisations (Muslim and non-Muslim) including over 20 Multi-faith and Multicultural groups.

### **Key Selection Criteria**

1. A good grasp of digital campaigning.
2. Passionate about social justice and the advancement of a culturally diverse society that is inclusive.
3. Excellent verbal and written communication skills.
4. An understanding of the Australian political landscape and the opportunities it presents for minorities with significant populations in marginal electorates.
5. Strong rapport-building and relationship skills.
6. Outstanding organisational and project management skills.

## CORE RESPONSIBILITIES

1. **Develop and run a digital campaign:** Develop and manage a digital campaign to engage Muslim voters across Australia and communicate campaign messages on the importance of voting and awareness of the key policy issues that impact the Muslim community.
2. **Manage the online supporter engagement program:** Develop content for the website and FB page and other social media platforms, Maintain these online platforms. Work with the campaign project manager to develop and implement a supporter engagement program including email and social media writing and communication and coordinating digital communications with participating Muslim organisations.
3. **Materials coordination:** Coordinate the materials process between designer, communications team and suppliers.
5. **Data management and reporting:** Maintain the CRM account, and ensure that campaign data is kept up to date and secure. Provide weekly progress reports regarding key KPIs, and write an evaluation report in the weeks following the campaign.
6. **Respond rapidly to political opportunities:** Coordinate campaign content (emails, website pages, design) to respond to political moments and opportunities.
7. **Support development of Policy Scorecard:** Work directly with the Campaign Project Manager and other members of the policy team to support the development and dissemination of a policy scorecard. This will include coordination of an online policy survey (national) to confirm priority issues for the Muslim community.

## **How to Apply**

Applications close midnight, 17th of April 2019. For all enquiries please contact the ICV on 03 9328 2067 and state that you are enquiring about the digital campaigner role.

To apply please email a resume and cover letter addressing each of the key selection criteria to [admin@icv.org.au](mailto:admin@icv.org.au). Please submit the cover letter and CV in the same file, saved as a PDF, and the name of the file as the applicant's name and role.

We will read every application and should you be successful in your application, we will contact you to arrange an interview. Please be honest and thoughtful in your answers, and detail why you would be particularly well suited to the role, clearly addressing each one of the selection criteria with examples and successes from your experience. Please limit your cover letter to 2-4 pages.

The ICV is an equal opportunity employer, which means we strongly encourage any interested and qualified parties to apply – we don't discriminate ON the basis of age, race, religion, sexual orientation, gender identity or disability.

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