



Position Description

Position Title:	Digital Recruiter		
Division:	ACTU	Date:	26 May, 2020
Classification:		Reports to:	Paul Doughty Manager, Growth and Innovation
Location:	365 Queen St, Melbourne VIC 3000	Team:	Growth & Capacity
No. of Direct reports	Nil	Mode:	Full time

Position Purpose

As part of our Growth and Capacity building work, we have established a Digital Recruiter role which will focus on engagement, recruitment and retention techniques and strategies to drive union growth and supplement the core organising, campaigning and advocacy work of the ACTU and its 38 affiliate unions.

The digital recruitment unit will develop campaigns to drive union growth. It will design campaigns and experiments with new and innovative techniques to engage, sign up and retain different groups of workers as members of unions.

Importantly, the role will play an important part in working collaboratively with the ACTU's union affiliates, it will assist in transfer of knowledge and sharing of information throughout the union movement including through contributing to presentations and workshops.

Responsibilities

Essential criteria

- High level of commitment to growing the union movement to improve the lives of working people.
- High level digital fluency, including knowledge of and experience with digital campaign platforms
- Demonstrated experience in running recruitment/acquisition and retention campaigns using digital strategies such as:
 - Social media marketing, targeting and segmentation
 - Search engine optimisation (SEO)
 - Peer to peer (P2P) SMS and AI driven webchat
 - Targeted email, including automated journeys
 - Online one-to-one engagement
 - Data matching and modelling.
 - Reporting and analytics
 - Building online communities.
- Experience with, or drive to learn, best practices with online organising, communications and fundraising
- Ability to manage, plan and prioritise work in a fast-paced environment with multiple competing demands and on a range of disparate and concurrent projects.
- Excellent written communications skills
- Ability to exercise sound judgement and independent decision making
- Demonstrated ability to use data insights to improve campaigns.

Desirable criteria

- Knowledge of front-end programming languages and frameworks.
- Proficiency in managing data, including using Microsoft Excel & SQL.
- Demonstrated understanding or experience in union organising.
- Experience in union, political or issue campaigns, or fundraising or subscription campaigns.
- Presentation skills and ability to communicate technical concepts to non-technical audiences.
- Background in the advertising industry or digital agencies would be highly regarded, including experience designing and operating commercial acquisition campaigns.

Key requirements

Key Selection Criteria (Essential)

- Experience in identifying target audiences and devising digital campaigns that engage, recruit and retain members
- Sound knowledge of website analytic tools
- Commitment to and passion for the values of the ACTU and the union movement generally
- Ability to work as part of a team
- Ability to work with minimal supervision
- Excellent oral and written communication skills
- Excellent research and analytical skills
- Ability to plan and prioritise work
- Computer literacy and keyboard skills.

Key Internal & External Contacts

Key Internal Contacts

All ACTU Work Centre's and Staff

Key External Contacts

All Affiliates and relevant external parties

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Authorised	Sally McManus, Secretary	Review Date		
Created /Submitted	Michael Flinn, Director	Version	1	