



Digital Communications and Campaigning Officer Position Description

Duration of role: 12 months

Time commitment: EFT 0.5 with flexible work hours

Salary: Pro rata of \$68,892 (plus super)

Job location: The role will be based in DEA's national office in Carlton, Vic

About the role

Doctors for the Environment Australia (DEA), is seeking a Digital Communications and Campaigning Officer.

This is a fantastic opportunity to combine your passion for the environment/ public health and digital communication and campaigning, while working in a leading advocacy organisation of volunteer medical doctors and medical students whose mission is *Protecting health through care of the environment*.

As the successful candidate you will use your broad range of skills to increase the quality and reach of DEA's online presence, and help to further expand DEA's influence.

Working collaboratively with a small staff and DEA members, you will help to enable the trusted voices of doctors to raise awareness of the health threats of climate change and the health benefits of climate change action. You will also play a developmental role in the organization by supporting member recruitment and retention through DEA's membership strategy.

As Digital Communications and Campaigning Officer you will:

- Assist with the design and implementation of digital communications and campaigning strategy
- Work proactively to develop timely and engaging content for our website and online platforms
- Help maintain and increase DEA's social media presence
- Develop tools and conduct/coordinate training in digital campaigning for DEA members
- Provide opportunities for DEA members to participate in digital campaigning
- Coordinate production of videos and visual content

- Contribute to design and implementation of digital fundraising strategy
- Assist in development and distribution of e-newsletters and identify best communications practices and platforms
- Undertake website and social media analytics

Why work with us?

Make an impact by helping to address environmental threats to human health, such as climate change.

You will be supported, challenged and provided opportunities to use your skills.

You will be part of a collaborative, inclusive and dynamic team. You will work alongside DEA's staff team: the Executive Director, Media and Communications Coordinator, and Office Manager.

Additionally, you will work with our committees and large volunteer base. This role reports directly to the Media and Communications Coordinator.

About DEA

Doctors for the Environment Australia (DEA) is Australia's leading health organisation educating on and advocating against environmental damage that threatens human health with a focus on climate change.

Our members are medical doctors and students, from all branches of medicine who are deeply concerned about climate change, loss of biodiversity and the importance of clean air and water.

Their efforts to influence Australia's environmental policies are supported by a national Scientific Advisory Committee which includes some of Australia's most distinguished doctors and medical scientists. DEA is an independent, self-funded non-government organization with activities in all Australian states and territories. DEA is a registered environmental charity with deductible gift recipient status.

DEA's activities are diverse. We engage with fellow medical colleagues, politicians, media, the wider community and other organisations; hold briefings with leading policy makers; present information to parliamentary inquiries; speak at community and medical forums; write comment articles; provide expert opinion to journalists, other organisations and campaigns; publish peer-reviewed studies, position papers and fact sheets.

Further information on DEA's background, actions and achievements can be found on our website www.dea.org.au

Key Selection Criteria

Essential

1. Two years professional experience in using social media such as Twitter, Facebook, Instagram and LinkedIn for campaigning
2. Good knowledge of Canva or similar tools for optimising images for DEA's website and social media
3. Demonstrated experience in campaign strategy and planning

4. Outstanding written communication skills, including website content
5. website and social media analytics, SEO strategy and implementation
6. Experience in training and/or facilitating workshops
7. Experience in working in teams, preferably with volunteers
8. Passionate about climate action, social justice and protecting the environment.
9. A commitment to the mission statement of DEA

Desirable

1. Website management and familiarity with WordPress
2. Video production
3. Prior experience working in a health/science/journalism setting

To apply

Applications close on **Sunday 29th November**.

DEA fosters an inclusive and diverse working environment. People of diverse backgrounds are encouraged to apply. We also particularly encourage Aboriginal and Torres Strait Islander applicants.

Please forward your contact details, CV and covering letter addressing selection criteria using the subject title "Digital Comms and Campaigning Officer" to admin@dea.org.au

Note that a precondition of employment will be the provision of a police clearance certificate.