

## POSITION DESCRIPTION

### POSITION DETAILS

Position Title:	DIGITAL CAMPAIGNER
Reports To:	HEAD OF POLICY AND CAMPAIGNS
Position Type:	FULL TIME (with option of part-time)
Location:	Sydney (Melbourne considered)
Date issued:	MARCH 2021
Salary:	66,000+, plus super, dependant on experience. ActionAid has salary packaging available.

### MAIN PURPOSE OF POSITION

The Digital Campaigner is responsible for managing the strategy and implementation of ActionAid Australia's campaigns across digital channels, including growing the number of people taking action, fundraising, and designing supporter journeys that provide the opportunity to deepen engagement and have real impact. The Digital Campaigner will also support the Community Organising program through the management of activist network data.

The key objectives of this role are to:

- Grow the number of people taking action with us online and increase their engagement and action rates, with a current focus on corporate campaigns.
- Grow the number of people donating to ActionAid campaigns via digital channels.
- Produce high quality content to reach new audiences and increase engagement with our campaigns online, especially across social media.
- Coordinate the ActionAid database with hub members, including tracking and reporting on key metrics, ensuring the health of our data and assisting the integration of data from the community organising program.

### KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Digital strategy for impact and fundraising	<ul style="list-style-type: none"> <li>• Taking overall responsibility for the health and engagement for the campaigns list, including helping manage the email calendar.</li> <li>• Developing strategies to grow AAA's engagement, action rates and fundraising on campaigns across our digital channels.</li> <li>• Developing paid acquisition campaigns and onboarding supporter journeys.</li> <li>• Developing supporter journeys that give AAA campaign supporters opportunities to have real impact on campaigns through actions and donations, and deepen their engagement through joining the AAA activist network.</li> <li>• Driving strategy to convert a percentage of existing action takers to cash and/or regular givers</li> <li>• Ensuring AAA is adopting best practice digital campaigning tactics across our channels and testing new ideas for our audiences.</li> </ul>

	<ul style="list-style-type: none"> <li>Working across the organisation through our hub structure to implement AAA's broader digital strategy and ensure consistency in digital communications across the organisation.</li> </ul>
Content production	<ul style="list-style-type: none"> <li>Planning content for campaign and fundraising emails and social media and maintaining a campaigns content calendar.</li> <li>Liaising with other AAA teams and AA country offices to collect and develop content for campaign and fundraising communications.</li> <li>Writing engaging emails and social media posts to inspire supporters to take action and donate.</li> <li>Doing simple graphic design and production of videos to support our campaigns.</li> <li>Creating web action forms (such as petitions, events, surveys,donations etc) and producing and uploading campaign content for ActionAid's website</li> </ul>
Data management, testing and reporting.	<ul style="list-style-type: none"> <li>Maintaining the campaigns database, including ensuring integrity and quality of data.</li> <li>Development of key metrics and benchmarks to measure campaign and donation performance on digital channels.</li> <li>Managing segmentation, tagging, supporter journeys etc in the campaigns database and working across hubs to coordinate the overall health of the lists</li> <li>Introducing testing to key digital campaign tactics to ensure highest performance.</li> <li>Tracking key metrics and producing regular reports on digital campaign performance.</li> </ul>
Campaign strategy and activist support	<ul style="list-style-type: none"> <li>Participating in campaign strategy and implementation meetings.</li> <li>Contributing to major campaign projects as required e.g. research, corporate campaigning.</li> <li>Assisting activists as required and delivering trainings on digital skills such as using the campaigns database, using social media, etc.</li> </ul>

## SKILLS & COMPETENCIES REQUIRED

- A commitment to ActionAid's vision, mission and values.
- Positive, inspiring and outcomes focused approach.
- Experience with digital strategy and campaigning.
- Exceptional written and verbal communication skills, including the ability to produce creative and engaging content.
- Experience managing data, ideally using a campaign database like NationBuilder or ActionNetwork (we use ActionNetwork).
- Experience working with fundraising platforms (eg Raisely, Raisers Edge, or other)
- A track record of successful project management.
- Outstanding interpersonal skills.
- A track record of working with volunteers.
- Passion and commitment to global justice, women's rights, empowerment and social change.
- A high degree of initiative and self-drive.

## DESIRABLE

- Corporate campaigning experience.

**How to apply:**

Please send your resume and a cover letter addressing the skills and competencies listed above to [hr.au@actionaid.org](mailto:hr.au@actionaid.org). **Applications close at 5pm on Monday 26 April 2021.** Only shortlisted applicants will be contacted.

*ActionAid is an equal opportunities employer, and is always actively looking for applicants from a diverse range of genders, cultures, language groups, abilities, and experiences to apply. To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa or be eligible to apply for one. Secondment from other ActionAid offices will be considered.*