

Position Description:

Communications & Digital Director

Responsible to: National Director

Key relationships: AYCC staff, volunteers, communications team, fundraising team

Location: Melbourne, Brisbane or Sydney

Employment Basis: Full-time permanent position

Remuneration: \$62,000-\$71,000 dependent on experience, plus 11% superannuation

We're looking for a young person who is passionate about climate justice and storytelling to build the power and profile of the youth climate movement.

We value passion, talent and lived experiences, over formal qualifications. Aboriginal and Torres Strait Islander young people, young people of colour, people with disability & LGBTIQ+ young people are strongly encouraged to apply.

The AYCC is a youth-led organisation with an exemption from the Anti-Discrimination Act - we seek applications only from people under the age of 30.

About the role

Communication and storytelling is a key part of how social movements create change: shifting hearts and minds & inspiring thousands to take action. As Communications & Digital Director with AYCC, you'll play a key role in crafting the story and messaging of our movement, supporting other staff and volunteers to communicate effectively and shift the narrative on climate across the country. There won't be a dull moment in this role; you'll oversee AYCC's online communications, pitch media stories, coordinate content across our channels, support with big tech and data projects, and more!

About the AYCC

The AYCC is a non-profit, non-partisan organisation building a movement of young people to protect our future from climate change. We are Australia's largest youth-led organisation and one of the most effective organisations dedicated to tackling climate change, with thousands of volunteers and supporters across the continent. We have three major areas within AYCC:

- **Campaigns to solve the climate crisis** - we run campaigns to make sure Australia moves from fossil fuels to renewable energy as quickly as possible. Our campaigns include:
 - Holding back fossil fuel expansion through campaigns to stop the funding and public support for climate-wrecking gas projects
 - Advocating for investment in clean jobs and climate solutions, from the local to national level

- Working to shift the narrative on climate justice and build mass public support for action
- **Training, community organising & leadership programs** providing a diverse range of opportunities - online, locally and nationally - for young people to build the skills and connections to make an impact
- **Switched on Schools** - each year we educate, inspire and empower tens of thousands of high school students to create change. We do this through in-school programs, training opportunities, and engaging students in our campaigns.

Your key responsibilities include:

- **Develop and implement an organisation-wide communications and media**, leading work on brand and messaging, digital engagement and traditional media strategies
- **Develop messaging and written communications** to cut through the noise with compelling stories that shift hearts and minds and move people to action. You'll work closely with our campaigners and volunteers to craft effective messaging and make sure our online and offline impact work tie together.
- **Manage and motivate a high-performing team** including the Communications Manager, Tech & Data Manager and Digital Fundraising Officer to produce powerful digital content, while making sure our tech and online platforms are running smoothly.
- **Oversee AYCC's online fundraising strategy** and manage a team to roll out fundraising activities including email fundraising, social media advertising and donor acquisition, crowdfunders, and our annual peer-to-peer fundraising campaign.
- **Work as part of our leadership team** on organisational strategy, planning, risk management and culture.

Your core skills and attributes:

We're a youth organisation, so we don't expect you to be an expert at everything. We're committed to building the skills of the successful candidate and supporting you to grow. Even if you don't fit all the attributes below, but are keen to learn, you should apply!

- You're passionate about climate justice and empowering young people to take action
- You're a fast learner and can work well both independently and collaboratively
- You've managed a high performing team (whether staff or volunteers) and value supporting others to develop their skills and confidence
- You have strong written and verbal communications skills, with experience developing communications products for a range of audiences and purposes (for example, social media content, email campaigns or video scripts)

- You have experience with traditional media (or are keen to learn), building relationships with journalists and writing products like media releases, alerts, pitches, or op eds
- You think critically about messaging, and are excited at the idea of crafting stories that are intersectional & justice-focussed, while also broadly accessible
- You can manage complex projects and competing priorities, often under time pressure
- You're confident working across a diverse range of digital platforms and can pick up new tools quickly (NationBuilder, Raisely, SupporterBase and FB Ads Manager are examples of our tools)
- You're adaptable and up for moving quickly to make the most of strategic opportunities
- You're a team player and prioritise our shared purpose
- You value giving and receiving feedback
- It would be a bonus if you also had skills related to one or more of the following: videography, graphic design, digital fundraising (*but this is a long list already and these aren't essential!*)

Travel and hours

From time to time, you may be required to travel to perform the duties of the position without any additional remuneration. Your travel expenses will be covered. You'll be able to take advantage of AYCC's flexible and remote working policies, though you may be required to work outside of ordinary hours during key moments or events.

How To Apply

Candidates should submit via email:

- A **resume** of no more than 2 pages
- A **cover letter** of no more than 2 pages addressing the **core skills and attributes**
- A **response to the following question** of no more than 1 page:

What do you see as the biggest opportunities for AYCC to build our movement for climate justice using digital platforms?

Applications should be addressed to the AYCC National Director, Alex Fuller at application@aycc.org.au using the subject line "**Application - Communications & Digital Director**".

APPLICATIONS CLOSE: Wednesday 2nd June 2021