

NATIONAL JUSTICE PROJECT  
DIGITAL FUNDRAISING & COMMUNICATIONS OFFICER

Job Offered	<p><b>Digital Fundraising &amp; Communications Officer</b></p> <p>Full Time or open to reduced hours</p> <p>12-month fixed term contract</p> <p>Walking distance to Central Station, Sydney</p> <p>Salary packaging available with full FBT incentives</p>
National Justice Project	<p>The National Justice Project (NJP) was established in 2015 as a not-for profit legal service &amp; civil rights organisation dedicated to tackling systemic injustice, discrimination, and racism. Our vision is to create a fairer society where individuals are treated equally and live safely without discrimination. We do this by eradicating institutional discrimination through advocacy, education, and legal action</p> <p>We're independent and courageous, with a proven track record of working with marginalised people and communities. NJP use the law, education, and effective advocacy to eradicate injustice, discrimination, and racism through systemic change.</p> <p>We are a small, dedicated team from legal and other professional disciplines, who work collaboratively to advocate for great outcomes for our clients, and to ensure meaningful strategic outcomes across Australia's legal landscape. These cases and inquests have set important legal precedents, having a significant impact in the lives of our clients and the boarder community.</p>
<p><b>The Role</b></p> <p>Reports to:</p> <p>Direct Reports:</p> <p>Primary Purpose:</p>	<p>Fundraising and Communications Manager</p> <p>None at present, aside from Volunteers</p> <p>The Digital Fundraising &amp; Communications Officer reports to the Fundraising &amp; Communications Manager and is responsible for maintaining and delivering NJP's website, digital fundraising and social media content, campaigns and community engagement, as well as general communications functions linked to public relations, media, brand and marketing on a day-to-day basis. You will also support general fundraising and administrative activities for the department. This role will ensure consistent messaging across our content, help to grow our community of supporters and NJP's overall influence and impact.</p>

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Key Responsibilities	<ul style="list-style-type: none"> <li>• Help develop and implement an innovative and successful range of targeted digital fundraising, advocacy and engagement products and materials ranging from campaigns, emails, newsletters, to on-line resources on various platforms to mobilise and grow our NJP community to achieve NJP targets.</li> <li>• Develop and manage the website ensuring engaging, accurate and brand consistent content, SEO performance and strong conversion rates.</li> </ul>
	<ul style="list-style-type: none"> <li>• Help develop and manage all social media across various platforms. Ensuring all strategic and growth targets are achieved.</li> <li>• Help develop and advocate for a data driven marketing approach across NJP, including designing and measuring digital supporter journeys to achieve an engaging on-line experience.</li> <li>• Assist in creating and implement all other key marketing and communications initiatives, content and activities, including yet not limited to: <ul style="list-style-type: none"> <li>- <b>Public Relations</b> - develop the Annual Report, newsletters, promotional material including videos, presentations &amp; speeches, in addition, engage with and manage media opportunity (including supporting the CEO) and develop crisis communications tools &amp; training;</li> <li>- <b>Marketing</b> - support across all fundraising events, projects and programs promotion (from material to activities). Develop a data driven marketing approach to help design digital supporter journeys;</li> <li>- <b>Brand management</b> - as the brand custodian ensure consistency and understanding of the brand identity in all forms of communication and with all audiences, including appropriate internal support material;</li> <li>- <b>Internal communications</b> - work with the CEO &amp; management on the internal communications plan to ensure the values and behaviours of NJP are understood and operated to across the organisation.</li> <li>- <b>Stakeholder engagement</b> - work with the CEO &amp; management on the communications with our stakeholders,</li> <li>- <b>Media Releases</b> work with the CEO on issuing media alerts and releases as required.</li> </ul> </li> <li>• With management support ensure appropriate digital, communications, privacy &amp; data security management processes, policies and procedures are in place and understood with appropriate training.</li> <li>• Develop and maintain effective respectful communication and working relationships with all key stakeholders, including yet not limited to: <ul style="list-style-type: none"> <li>- Team members, Volunteers, Board &amp; Committees</li> <li>- Individual clients &amp; community groups</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>- Donors/Sponsors/Corporate &amp; Pro-bono supporters &amp; suppliers</li> <li>• Work with and support the Fundraising &amp; Communications Manger, General Manager and CEO as requested on department related matters, including all events or launches. As required support more broadly across NJP as part of a small team.</li> <li>• Undertake all administrative and data processing tasks for the department, including donor receipting, thank yous and care.</li> <li>• Comply with workplace safety policies practices and instructions to create and ensure a safe work or fundraising event environment.</li> </ul>
Job Specific Skills	<ul style="list-style-type: none"> <li>• At least 2 years' experience in a similar role with a proven track record across all key communications &amp; brand, media and marketing functions that has resulted in growth, increased awareness and quality outcomes.</li> <li>• Proven ability to create engaging and compelling digital communications, from social media to digital fundraising campaigns, across a variety of platforms to achieve revenue and other targets.</li> <li>• Exceptional on-line and general writing that engages and mobilises, as well as having high level editing and proof-reading skills.</li> <li>• Technical competency across platforms and experience in digital analytics with an ability to provide accurate reporting.</li> <li>• Website management experience including structure, content and working with external suppliers.</li> <li>• Experience with NFP CRM systems, preferably Salesforce, including understanding appropriate data capture and management approaches to securely build our NJP community.</li> <li>• Ability to successfully manage a broad range of areas and activities with limited resources and to tight deadlines</li> <li>• Communicates with influence, confidence and cultural respect across the whole NJP community, including clients, donors and the team.</li> <li>• Strength in planning, prioritising and finding solutions (proactive and resourceful approach with 'can do' attitude)</li> <li>• Evaluates and improves: open to continuous improvement, innovates and able to see and action growth opportunities</li> <li>• Drives results with a commitment to both efficiency and quality outcomes</li> <li>• Understands basic financial processes and the importance of risk mitigation</li> </ul>

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<p>You will be someone who has:</p>	<ul style="list-style-type: none"> <li>• Passionately supports social justice and human rights, with real respect and commitment to cultural diversity</li> <li>• Proven ability to develop innovative fundraising &amp; communications campaigns with clear growth results in donor relations, peer to peer or other digital areas.</li> <li>• Demonstrated ability across key communications and brand functions and activities.</li> <li>• Exceptional communications and relationship management ability, enjoys working with diverse backgrounds, a variety of professions and suppliers, including on a pro-bono basis.</li> <li>• High level writing and editing skills, and a proven communication style to secure supporters.</li> <li>• Ideally tertiary qualification in Communications/Public Relations/Marketing/Journalism or Digital area.</li> </ul> <p>Other: This position will require occasional out of hours work from time to time to assist with fundraising, media or related activities.</p>
<p>About NJP today:</p>	<p>NJP is at a very exciting stage of development. This is an opportunity to work to an inspiring CEO and small team of professionals dedicated to tackling systemic injustice. It is a role with real variety and impact across the organisation. You will help make a positive different to the lives of many people at an important time of hope and social movement for positive change.</p>
<p>Key Contacts/ Working Relationship</p>	<p>You will report directly to the Fundraising and Communications Manager <b>and</b> will support and work with CEO and General Manager as requested.</p>
<p>Application</p>	<p>If you are keen to fight systemic discrimination and advance human rights and work with a dedicated, highly motivated and passionate team, please forward your CV and a covering letter indicating your suitability to <a href="mailto:hr@justice.org.au">hr@justice.org.au</a></p> <p>Applications close at 5pm on Wednesday 27 October, 2021</p>