

**AUSTRALIA TIBET COUNCIL
POSITION DESCRIPTION – DIGITAL CAMPAIGNER**



Title: Digital Campaigner
Responsible to: Executive Officer
Employment Basis: 1 year, Part-time (4 days a week)
Salary: \$60,000 to \$65,000 full-time equivalent, commensurate with experience and hours worked, inclusive of superannuation.

Date: November 2021

Scope of the Position

The Digital Campaigner is an all-round communications professional, with experience designing and driving strategies, creating content, managing digital channels and being the main point of contact for supporter inquiries. This role is broad in scope, encompassing communications, fundraising and supporter relations so will suit someone who enjoys a wide variety of tasks and is effective at prioritising in a dynamic environment.

As a key member of the Australia Tibet Council team, you will play an important role in building a strong movement for Tibet in Australia and internationally. You will work with ATCs board, supporters, Tibetan communities and Tibet groups around the world in bringing positive change for the people of Tibet.

The Digital Campaigner is responsible for the online presence of the organisation and using digital tools to grow and engage our audience base. As well as implementing digital communications and fundraising strategies they contribute to the development of campaign strategies, particularly in relation to supporter engagement.

Our preference is for a Sydney-based person, where the rest of the team is based, however we will consider any location for the right candidate.

The Digital Campaigner works closely with ATC's Executive Officer and ATC's Campaigns Officer. The Digital Campaigner reports to the EO and ATC's board.

Organisational Context

Australia Tibet Council (ATC) is the national campaigning organisation for human rights and democratic freedoms in Tibet. ATC is an independent, non-profit Australian organisation funded

solely by members and supporters. In recognition of ATC's advocacy for human rights, the Australian Government has certified ATC as a registered charity.

Australia Tibet Council enables everyone in Australia to be part of change in Tibet. We raise awareness of the real situation in Tibet and build public and political support for Tibet. Our vision is a free Tibet in which Tibetans can determine their future, and freely pursue their religious practices and their political, cultural and economic development. We empower Tibetans in Australia to become effective advocates and play an active role in the global Tibetan movement.

ATC is Australia's largest Tibet support group with 16,000 members and supporters. We are a close partner of the International Campaign for Tibet and an integral part of the International Tibet Network, a worldwide coalition of over 165 Tibet-related non-governmental organisations.

ATC operates as a "virtual" organisation. Staff work from home offices and are in constant contact using Google tools and video conferencing. Staff and Board members meet face-to-face as often as necessary.

Responsibilities

- Work collaboratively within a small team to implement digital strategies that meet our campaign and fundraising objectives, including the growth of supporter and donor lists and increasing engagement.
- Develop compelling digital content to share with our networks, motivate people to act and engage new audiences.
- Write fundraising emails that motivate supporters to donate to our campaigns.
- Manage digital platforms including websites and social media accounts to build the organisation's profile.
- Help develop and implement our online communications schedule.
- Help develop, implement and manage fundraising campaigns to meet annual financial targets.
- Taking primary responsibility for ATC's Customer Relationship Management (CRM) database, including the management of data and CRM reporting and tools for communication.
- Maintain and monitor the data integrity and security of all databases utilised in Fundraising and Marketing at ATC.
- Oversee ATC's memberships and liaise with our members and engage with volunteers
- Identify potential philanthropic donors and online social media influencers who can increase awareness of our organisation.
- Manage ATC's merchandise including our online shop.
- Organise and manage fundraising events.

Skills and Experience Required:

Qualifications

- University degree in Journalism, Communications, Marketing or related field; or
- Equivalent of at least two years' experience in a public relations, digital communications or campaign role preferably in a not-for-profit/human rights sector.

Competencies

- High level written and communication skills.
- Demonstrated ability to lead appeals and digital campaigns that generate funding and engage supporters.
- Experience creating compelling content and tailoring messaging for different channels and audiences. Ability to respond quickly to breaking news.
- Experience working with content management and customer relationship management programs, skills in Engaging Networks and Wordpress desirable.
- Understanding of analytics and how to track social media impact.
- Familiarity with photo editing/design tools like Adobe or Canva for designing graphics and digital resources.
- Able to work independently and cooperatively as part of a small team.
- Experience in the not-for-profit sector.

Knowledge and Awareness

- Understanding of the Tibetan situation and human rights issues.

Personal Characteristics

- Accuracy and attention to detail.
- Ability to take initiative, and willingness to take responsibility for completion of tasks.
- Very good personal organisation - ability to plan and meet deadlines.
- A friendly attitude and flexible approach.
- Ability to work under pressure.