



## **CAMPAIGNS AND DIGITAL OFFICER**

Seeking a skilled professional with excellent administration and organisation skills.

**Part-time position (30 hours per week) based in Sydney or Melbourne**

The Refugee Council of Australia (RCOA), the independent national community voice on refugee issues, is seeking a Campaigns and Digital Officer.

RCOA is the peak body for organisations working with and for refugees and people seeking asylum. RCOA conducts research, raises awareness and advocates on national and international issues affecting refugees and people seeking asylum.

### **The candidate we are seeking**

The Campaigns and Digital Officer will work with the Director of Strategy, Communications and Fundraising and play a key role in RCOA's small but effective team, promoting awareness of refugee issues and positive policy alternatives. The position will manage RCOA's digital assets, support the design, delivery and evaluation of advocacy and campaign strategies and support sector wide collaboration on media and campaigns.

The successful applicant will be a motivated and effective communicator with outstanding digital skills, an understanding of refugee-related issues, relevant qualifications and experience in media, public advocacy and/or marketing.

The position is part-time, 30 hours per week with an hourly rate from \$39.26 (Level 4 under the Social, Community, Home Care and Disability Services Industry Award, negotiable). Fringe benefits arrangements for staff of public benevolent institutions are also available, which increases the value of the package.

As an organisation dedicated to enhancing the role of Australia's refugee communities in the national discussion about refugee issues, RCOA strongly encourages applications from people with lived refugee experience and people with close personal and cultural connections to refugee communities.

RCOA has offices in Sydney and Melbourne but much of our work is being conducted remotely due to the COVID-19 pandemic. This role can be undertaken remotely from anywhere in Australia and offers flexibility with working hours and days.

Selection criteria are outlined in the attached position description.

Inquiries about the position can be sent to [kelly.nicholls@refugeecouncil.org.au](mailto:kelly.nicholls@refugeecouncil.org.au). Applications can be submitted on Ethical Jobs and close 11.59pm, 24 August 2022, Australian Eastern Standard Time.

# **CAMPAIGNS AND DIGITAL OFFICER**

## **POSITION DESCRIPTION**

**Position reports to:** Director Strategy, Communications and Fundraising

**Position type:** Permanent part time, 30 hours per week

**Award:** SCHADS Level 4

### **Key responsibilities**

Reporting to the Director of Strategy, Communications and Fundraising, the Campaigns and Digital Officer is responsible for the following:

#### **Digital**

- Manage RCOA's extensive toolkit of digital assets, ranging from social media platforms, customer relationship management (CRM) database, web assets, communication tools, analytics, digital marketing and a range of other applications.
- Lead RCOA's digital strategy, utilising data and analytics to inform key goals.
- Manage RCOA's web assets, which includes more than six microsites. Work with RCOA staff to ensure that web content is up to date and relevant and liaise with RCOA's web developers to make improvements to web assets.
- Create and manage digital advertising campaigns that promote RCOA's work.
- Manage RCOA's social media platforms, posting relevant, engaging content that builds our supporter base and encourages engagement.
- Oversee RCOA's email program to ensure quality and high delivery rates.
- Provide training and support to RCOA staff to improve use of digital tools across the organisation.

#### **Campaigns and Advocacy**

- Take a key role in the design, delivery, and evaluation of advocacy and campaign strategies.
- Facilitate and help lead sector collaboration on key strategic priorities.
- Utilise cutting-edge campaign planning frameworks and tactics to develop comprehensive strategy documents to form the basis of sector collaboration.
- Build relationships with key stakeholders in the refugee rights sector, with a focus on people with lived experience.
- Develop strategies for supporter engagement that build capacity, increase engagement and feed into campaign strategies.

#### **Public Information**

- Lead and participate in sector-wide collaboration on media and campaigns.
- Assist RCOA's planning and delivery of campaigns, including Refugee Week and other public facing initiatives.
- Assist with the preparation of external communications including bulletins, campaign updates and reports to members, supporters and other contacts.
- Support RCOA's response to media and public requests for information.

## SELECTION CRITERIA

### Essential

To be successful in this role, you must meet the following selection criteria:

1. A commitment to the fair and just treatment of refugees and people seeking asylum in Australia and abroad and knowledge of key refugee-related issues.
2. Relevant tertiary qualifications and/or experience.
3. Demonstrated track record in designing, implementing, and evaluating campaigns, including community engagement strategies and digital campaigning.
4. Experience developing, managing, and evaluating digital campaign strategies, including drafting engaging electronic direct mail messages (EDM), designing supporter journeys and implementing digital marketing strategies. Proven track record of managing social media platforms and posting regular, engaging content.
5. Demonstrated experience in coordination and facilitation skills, particularly in working with diverse groups of stakeholders to achieve common goals. This includes the ability to host meetings and convene gatherings both in person and online.
6. Demonstrated ability to manage organisational digital assets, including a CRM database, web assets and communications software. Ability to learn and employ new digital tools quickly.
7. Excellent communication and interpersonal skills, including the capacity to communicate respectfully with culturally diverse individuals and to work in a team.
8. Strong organisational skills, ability to take initiative, prioritise and meet deadlines, and conduct thorough evaluations of key activities.

### Desirable

Please outline relevant experience you may have in any of the following:

1. A deep understanding of refugee-related issues from lived experience and/or close personal and cultural connections to refugee and asylum-seeking communities.
2. Experience managing and working with volunteers.
3. Experience working with NationBuilder, Wordpress and/or Facebook ads.
4. Basic web development skills.

## THE APPLICATION PROCESS – ESSENTIAL INFORMATION

For your application to be considered, you are required to:

1. Directly address each of the above essential selection criteria, while also responding to any of the desirable selection criteria which are relevant. Applications which fail to address the selection criteria will not be considered.
2. Include a current resume with your application.

Applications can be submitted on Ethical Jobs and close 11.59pm, 24 August 2022, Australian Eastern Standard Time.

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## VISION, PURPOSE AND GUIDING PRINCIPLES OF REFUGEE COUNCIL OF AUSTRALIA

### About Refugee Council of Australia

Formed in 1981, the Refugee Council of Australia (RCOA) is Australia's community peak body on refugee issues, working with member organisations and individual supporters around Australia to

promote the development of humane, lawful and constructive policies for refugees and people seeking asylum.

Our goal is to build a network which is a more equal partnership between people who have been refugees and allies of other backgrounds who are committed to working together for fairer refugee policies.

**Vision:** For the voices of refugees to be heard, the rights of refugees to be respected, the humanity of refugees valued, and the contribution and leadership of refugees celebrated.

**Purpose:** To advocate for the development of humane, lawful and constructive policies towards refugees and people seeking asylum by Australian and other governments and their communities.

**Guiding Principles:** The Refugee Council of Australia's formal positions on matters of public policy are based on the following principles:

1. **Justice and the rule of law** Maintaining a rigorous commitment to justice and the rule of law, in line with the principles outlined in the Universal Declaration of Human Rights, the Refugee Convention, the Conventions on Statelessness and other core international human rights treaties.
2. **Lived experience** Giving priority to the views, concerns and ideas of refugees and people seeking asylum, privileging their views over the views of people with greater power and influence, emphasising their right to be represented when decisions are being made about their future.
3. **Respecting diversity** Respecting the diversity within all populations of forcibly displaced people, ensuring that specific attention is given to the needs, concerns and perspectives of people who are even more marginalised because of their race, ethnicity, gender, age, disability, identity, faith, or sexuality.
4. **Inclusion and respect** Promoting a vision of Australia based on inclusion and respect, advocating against policies which exclude or stigmatise, undermine human dignity or punish people for political purposes.
5. **Shared responsibility** Advocating for appropriate sharing of responsibility between nations for people requiring protection, paying particular attention to Australia's current and potential role.
6. **Non-partisan and collective perspectives** Developing non-partisan positions based on broad consultation and evidence-based research. providing leadership by authentically representing a collective view of RCOA's members and refugee communities in Australia on matters relevant to the organisation's mandate.

*(RCOA Strategic Plan 2022–2024)*