



Position Description

Senior Digital Campaigner

REPORTING TO	Community and Mobilisation Manager
WORK LOCATION:	Melbourne (Wurundjeri Country), Brisbane (Yugerra Country), Canberra (Ngunawal Country), or Sydney (Gadigal Country)
GRADE:	5
SALARY (FTE):	\$103,530 plus 12.5% superannuation
STATUS:	Permanent full-time (part-time considered)
HOURS:	37.5 hours per week (1.0 FTE) preferred, 0.9 FTE considered

WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate for climate action and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

THE DIGITAL ACTIVATION TEAM

The Digital Activation team is ACF's digital powerhouse team responsible for building a movement of dedicated nature lovers across Australia, leveraging digital channels to engage supporters, to drive action, and to advance ACF's mission of environmental protection and championing climate solutions. Our work focuses on creating impactful digital experiences that connect our community with our cause and activate everyday Australians to take action to protect our big backyard.



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**

THE ROLE

The Senior Digital Campaigner develops and implements engagement strategies to meet promising new audiences where they are and activate people to help deliver ACF's campaign goals to create a growing and thriving movement of supporters for nature and climate. These activations can include digital advocacy campaigns, innovative web tools and resources, rapid response, creative offline tactics, and engaging content. They play a leading role in building ACF's communications capabilities, harness the power of our marketing stack and improve the overall supporter experience of ACF's website and email program.

KEY COLLABORATIONS

The Senior Digital Campaigner reports to the Head of Digital Activation and will work closely with other members of the Engagement directorate, Fundraising staff, and the Data and Digital Infrastructure team.

RESPONSIBILITIES

- Develop and implement engagement tactics to reach and activate people to help deliver ACF's campaign goals – including digital campaigns, volunteer recruitment, end-to-end digital journeys, creative offline tactics and events, and engaging web or owned channel content.
- Investigate, recommend and implement new technologies and tactics to scale engagement, target specific audiences and achieve mobilisation impact.
- Track, test, report on and evaluate engagement activity, and make informed adjustments to increase the efficacy of ACF's engagement.
- Develop and implement effective narratives to reach and activate people and contribute to ACF's change the story goals.
- Coordinate campaign content and messaging across ACF's website, working with key content stakeholders to ensure a cohesive and up-to-date web experience of ACF's work.
- Write and edit content and produce web pages, forms, emails, SMS and communications on other channels.
- Organise and facilitate public meetings, actions and events, online and offline.
- Build the capacity and culture of ACF staff and volunteers to deploy effective, best-practice communications in their campaigning and engagement.
- Train and advise staff and volunteers in digital user journeys and experience, production, email and web copywriting, and mobilising best practice. Develop and maintain documentation and training.
- Collaborate with volunteers and movement allies to scale collective impact.
- Supervise volunteers to support and scale ACF's change the story and people power goals.
- Manage and engage the community on ACF online channels, including public inboxes.
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety.
- Other duties as requested by manager.



KEY SELECTION CRITERIA

1. Excellent communication skills: experience writing and editing engaging content that moves people to action in a campaigning, organising or marketing context.
2. Experience in designing effective and optimised digital campaigns and products – drawing on user experience or human centred design principles
3. Able to turn data and analytics into actionable insights that feeds into your work and campaign strategy
4. Proficiency in using and troubleshooting digital tools (like NationBuilder, Orrto, Salesforce etc.): experience ensuring audiences have a quality digital experience through various communication channels such as email, SMS and website.
5. Digital mobilisation: Experience mobilising people to take action, designing ways to overcome barriers to participation and evaluating their impact.
6. Project management: Ability to manage workflow of multiple competing tasks and projects.
7. A positive, solution mindset – you can persuade and present solutions for any barriers or blockers for participation to move projects forward and maximise success.
8. Integrity: Works effectively with some autonomy and accountability; self-motivated and can demonstrate initiative. Takes responsibility for own action, treating all people with dignity consistent with ACF values.

DESIRABLE

- Passion for working on environmental campaigns or other campaigns for a better world, and a core commitment to making positive change through people power.
- Experience leading large scale climate specific campaigns or mobilising around peak climate moments such as COP

