

POSITION DESCRIPTION



1. POSITION DETAILS	
Position Title	Digital Campaign Specialist
Reports To	Communications Manager
Date Approved	May 2026
Level	SCHADS Level 5
Hours	0.8 FTE (30.4 hours/week)
Employment type	2-year contract, with possibility of becoming ongoing
Review Date	May 2026
2. POSITION CONTEXT	
Organisational Overview	<p>The South Australian Council of Social Service (SACOSS) is the independent peak body for the non-government health and community services sector in South Australia.</p> <p>Established in 1946, SACOSS has now been advocating, collaborating, leading and mobilising to eliminate poverty, inequality and injustice in South Australia for more than 75 years.</p> <p>As a small, dynamic peak body, we have several key roles, including to:</p> <ul style="list-style-type: none"> • Represent and give voice to the interests of people who currently experience poverty, inequality and injustice and the sector which supports them. • Research and develop policy and advocate on issues affecting disadvantaged South Australians and the sector that serves them. • Disseminate important information from the government to the community sector and from our sector back to government and the broader community. • Build the capacity of the health and community services sector and people faced with disadvantage to better respond to their circumstances. <p>SACOSS is governed by a Board and has a Policy Council which meets monthly to discuss and input on policy issues.</p>
Position Purpose	The Digital Campaign Specialist supports SACOSS’s advocacy and policy priorities by planning and delivering effective campaign communications across digital channels.

	<p>The role translates complex social policy issues into clear, engaging and accessible content, strengthens SACOSS’s public profile, and supports member and community engagement in pursuit of social and economic justice in South Australia.</p> <p>The role requires a proactive and strategic communicator with experience in campaign management, digital communications and stakeholder engagement.</p>
Line Manager	Reports to the Communications Manager.
Special Conditions	<ul style="list-style-type: none"> • Some out of hours work is required. • A current driver’s license and own vehicle is desirable.

3. PRIMARY RESPONSIBILITIES	
AREA	KEY ROLES
Campaign communications	<p>Working with the Communications Manager, the Digital Campaign Specialist will:</p> <ul style="list-style-type: none"> • Support the development and delivery of SACOSS advocacy campaigns in collaboration with policy and engagement staff and Communications Manager • Contribute to campaign planning, including messaging, content creation and channel selection • Develop campaign content that motivates engagement and action • Support campaign events and key advocacy moments
Digital Platforms and Content	<ul style="list-style-type: none"> • Design, plan and manage refreshed SACOSS digital channels, including social media. • Manage day-to-day social media (posting and scheduling), website and email communications • Draft and post clear, engaging and accessible digital content for diverse audiences, including videos, photos and other content as required • Assist with maintaining brand consistency across digital communications.
Reporting, evaluation and team support	<ul style="list-style-type: none"> • Track and report on digital and campaign performance using basic analytics. • Contribute to continuous improvement of campaign and digital approaches. • Participate in communications planning, meetings and organisational activities. • Undertake other reasonable duties as directed by the Communications Manager

4. SKILLS / KNOWLEDGE / EXPERIENCE PROFILE

About You

The ideal candidate will have:

Essential criteria

- Demonstrated experience in digital communications, campaigning or advocacy communications, preferably within a not-for-profit, community or public-interest organisation.
- Excellent written and verbal communication skills, with the ability to produce clear, engaging and accessible content for diverse audiences.
- Practical experience using digital communication outputs such as social media channels, content management systems and email platforms.
- High-level skills and knowledge of digital design and content tools such as Canva, Adobe Creative Suite and Hootsuite.
- Ability to manage multiple tasks, prioritise effectively and meet deadlines in a fast-paced environment.
- Strong interpersonal skills and the ability to build relationships with diverse audiences, including small and large community organisations, people with lived experience, and policymakers.
- Understanding of, or strong interest in, social justice and public policy issues affecting communities in South Australia.
- Self-motivated, adaptable and willing to learn in a dynamic advocacy environment.
- Strong commitment to social justice, community sector advocacy, and the values of SACOSS.

Desirable criteria

- Knowledge and experience of the video and photographic production process, including operating various video cameras, photography cameras and various microphones and audio recording devices, and using Adobe Creative Suite software to edit and produce high-quality video and photos.

5. ACKNOWLEDGEMENT

Employee		Date
Communications Manager		Date