



## Digital Strategist - Position Description

**Reports to:** Program Director, with day-to-day coordination with the Development Director and the CEO

**Employment type:** Fixed-term employee, with the possibility of conversion to ongoing subject to funding and performance

**Term:** Permanent

**Hours:** Part-time or full-time, negotiable with the preferred candidate

**Location:** Remote, Australia

**Remuneration:** \$95,000 – \$105,000 FTE plus superannuation, pro rata, depending on experience (broadly equivalent to SCHADS L5.3 – L6.2).

Parents for Climate is Australia's leading climate advocacy organisation for parents, carers and families. We help parents take practical, powerful action at home, in their communities and with decision-makers, so every child can grow up safe and thriving.

We are a small, ambitious, remote-first organisation at an important stage of growth. Our supporter base, campaign opportunities and public profile have grown significantly. We need to convert that reach into sustained engagement, small-dollar fundraising and campaign action through stronger digital systems and supporter journeys.

This is a parent-friendly, flexible, values-led workplace. We work with warmth, urgency and high trust. The role is school-hours friendly, with flexibility around school holidays and family commitments. We actively encourage applications from parents and carers returning to or rebalancing work, and from people from underrepresented backgrounds. You don't have to be a parent to work with us, but you need to be driven by a strong desire to secure a safe climate for all children to thrive.

### Role purpose

The Digital Strategist will plan, produce and optimise digital engagement, communications and small-dollar fundraising activity that grows our supporter base, deepens participation and supports priority campaigns. The role works under the direction of the Program Director, with close coordination with the Development Director on small-dollar fundraising and supporter retention, and with the CEO on organisation-wide digital priorities.

The role is both hands-on and strategic. The right person will be comfortable moving from a supporter journey conversation into building a donation page, drafting an email sequence, reviewing campaign metrics, scheduling social content, or setting up a simple AI-assisted production workflow.

### Scope and focus

To make this a do-able role inside a small team, the scope is deliberately tight. The Digital Strategist will focus on:

- Digital supporter engagement across email, web, social and supporter actions.

- Small-dollar fundraising engagement and communications, including regular giving, mid-year and end-of-year-style appeals
- Campaign digital delivery in support of agreed priority campaigns.
- Practical improvements to platforms, supporter journeys and digital workflows that enable the team to deliver our strategy efficiently and effectively.

The Digital Strategist is empowered to contribute ideas, evidence and constructive challenges to the organisation's digital operating model, digital fundraising, donor stewardship and brand strategy. We expect a strong appointment to influence and shape our thinking on these areas over time. Final accountability for these sits with the CEO, Development Director and Program Director.

## **Key responsibilities**

### **1. Digital engagement and supporter communications**

- Plan and deliver a regular rhythm of supporter emails, web content and social posts that build engagement and support campaign priorities.
- Map and improve key supporter journeys across email subscribers, petition signers, donors, campaign participants and local group participants.
- Strengthen audience segmentation, tagging and follow-up in NationBuilder, so that supporters receive relevant, well-timed communications.
- Improve onboarding and welcome journeys for new supporters and donors.

### **2. Small-dollar fundraising engagement and communications**

- Support the Development Director by delivering small-dollar fundraising communications and supporter touchpoints across the year.
- Build and improve donation pages, regular giving flows and post-donation journeys in Raisely and NationBuilder.
- Plan and produce supporter emails, social content and simple digital assets for fundraising moments.
- Help convert campaign moments into supporter growth, donation conversion and ongoing participation.
- Support stewardship communications and reactivation activity for lapsed and lower-engagement donors.

### **3. Campaign digital delivery**

- Deliver digital activity in support of priority campaigns, including coal, electrification, Solar Our Learning and other campaigns as agreed with the Program Director.
- Produce campaign pages, email journeys, social assets, supporter updates and calls to action.
- Work with campaign staff to ensure digital plans are realistic, measurable and aligned with campaign strategy.
- Ensure campaign content reflects Parents for Climate's parent-first framing, brand voice and accessibility standards.

### **4. Content production**

- Draft, edit and publish high-quality digital content across EDMs, web pages, donation pages, campaign pages and social posts.
- Produce or coordinate simple visual content using Canva.
- Repurpose existing campaign and fundraising materials into digital-first formats.
- Maintain consistency of tone, accessibility, visual quality and calls to action.

## **5. Platform stewardship**

- Build and manage campaign pages, forms, emails, tags, lists and supporter journeys in NationBuilder.
- Build and optimise fundraising pages and donation flows in Raisely.
- Improve platform hygiene, tagging, segmentation and data capture.

## **6. Light-touch paid digital and analytics**

- Run small, targeted paid digital tests within agreed budgets to support list growth, fundraising and campaign conversion.
- Maintain a simple performance dashboard across email, web, social, paid digital, donations and supporter actions.
- Provide regular performance summaries with practical recommendations to the Program Director and Development Director.

## **7. Practical AI workflows**

- Use AI sensibly and ethically to speed up first drafts, content repurposing, analytics interpretation and routine production.
- Help colleagues adopt simple AI-assisted workflows that save time without compromising brand, accuracy or supporter trust.

## **8. Documentation and capability building**

- Develop clear, simple documentation of supporter journeys, templates, workflows and reporting relating to platforms, AI and digital strategies.
- Develop short strategic development white papers with practical recommendations on digital priorities for further investment.

## **Skills and experience**

### **Essential**

- Solid experience in digital engagement, digital fundraising, supporter communications, digital marketing or campaigning roles.
- Demonstrated ability to deliver multi-channel digital activity with measurable outcomes.
- Hands-on capability across email, web, donation pages, social content and supporter journeys.
- Experience with NationBuilder and Raisely, or strong evidence of being able to work at a high standard in comparable CRM, CMS and fundraising platforms within a short ramp-up.
- Strong copywriting and editing skills for email, web, fundraising and campaign content.
- Comfortable interpreting campaign and fundraising data and turning it into practical optimisation.
- Able to work independently in a small, remote team and manage competing priorities.
- Strong alignment with Parents for Climate's mission, values and parent-powered approach.

### **Highly desirable**

- Experience in climate, advocacy, community organising, not-for-profit fundraising or political campaigning.
- Experience growing small-dollar and regular giving programs.

- Experience using AI tools in communications, fundraising or campaign workflows.
- Experience producing simple digital assets in Canva or similar tools.
- Experience designing engagement for parent and family audiences.

## **What we offer**

- A permanent role with flexible, school-hours friendly working arrangements, including flexibility around school holidays and family commitments.
- A remote-first, parent-friendly workplace built on trust, autonomy and mutual support.
- A small, motivated team working on nationally significant climate advocacy.
- Access to a modest professional development budget and learning time, agreed with your manager.
- Clear scope and reasonable expectations

## **Employment conditions**

- Remote role, Australia-based.
- Permanent employment.
- 0.6 to 1.0 FTE, negotiable with the preferred candidate.
- Some flexibility may be required during campaign peaks or rapid response moments, balanced with time off in lieu.
- Employees are expected to provide a suitable phone and computer for remote work

## **How to apply**

To apply, please send a short cover letter (no more than two pages) and a CV outlining your relevant experience to [recruitment@parentsforclimate.org](mailto:recruitment@parentsforclimate.org).

In your cover letter, please tell us briefly: why this role interests you, an example of a piece of digital engagement or fundraising work you are proud of, and your preferred FTE within the 0.6 to 1FTE range.

We are committed to a fair and accessible recruitment process. If you need any adjustments to the application or interview process, please let us know.