

Position Description

Position Title	Digital Communications Manager		
Reports To	Director, Campaigns		
Division	Digital Communications	Work Centre	Campaigns
Location	365 Queen Street, Melbourne		
Classification	Level 6	Mode	Full time, ongoing
Direct Reports	5	Date	July 2026

Position Purpose

The Digital Communications Manager is responsible for implementing the ACTU's digital communications strategy, creative direction and social media activity to grow the union movement and win campaigns. Reporting to the Campaign Director, this role will drive innovative digital storytelling, develop creative campaigns and build audience engagement across emerging and established platforms. The Digital Communications Manager will lead a high-performing team while constantly identifying new opportunities to reach workers, shape public debate and strengthen support for unions. A key responsibility of the role is building the digital campaigning capacity of affiliated unions and TLCs, fostering collaboration across the movement that increases the collective impact of union campaigns.

Role Responsibilities

- Develop and implement Campaign communications and Social Media strategies:**
 Create comprehensive communication and social media strategies that align with the ACTU's objectives and demonstrate a deep understanding of the ACTU's key audiences. Drive innovative and effective digital communication approaches to support union movement growth and campaigns.
- Strategic Digital Campaigns:**
 Develop and implement strategic digital campaigns for the union movement and to assist individual unions. Ensure campaigns are optimised for impact and engagement.
- Leadership in Digital Communications:**
 Establish the ACTU as a leader in effective digital communications and social media usage. Provide insights and advice to optimise all campaign communications across various platforms.
- Data Analysis and Collaboration:**
 Collaborate with ACTU Officers, Directors, managers, and staff to analyse and use data effectively. Leverage data insights to improve the impact of social media and communication initiatives.
- Media and Public Support:**
 Work closely with the Media Team to promote the ACTU's agenda and defend workers' rights and living standards. Contribute to the ACTU's objectives of winning public support for union campaigns.
- Innovation and Creative Direction**
 Identify and adopt emerging digital trends, creators, formats and technologies to communicate with new audiences. Influence public opinion and conversations through creative, memorable content.
- Campaign Strategy Development:**
 Contribute to developing the Campaign strategies and align communications with overall campaign objectives.

- **Affiliate Engagement:**
Maintain and enhance the teams support, connection and coordination of affiliate digital communications staff and affiliate campaigns.
- **Team Management:**
Lead and motivate the digital communications team to deliver on the ACTU's campaign objectives. Foster a high-energy team culture that promotes creativity and collaboration. Manage the day-to-day workflow.
- **Budget and Resources:**
Assist with managing budgets and resources.
- **Digital Asset Management and Measurement:**
Manage and directly use selected digital and social platforms to maximise their effectiveness. Measure and report on the performance of digital platforms and campaigns.
- **Time Management:**
Effectively manage multiple projects simultaneously, prioritise tasks, and adhere to deadlines.

Key Selection Criteria

Essential Criteria

- Minimum of 5 years' experience in a similar role, including demonstrated experience in managing and leading a creative digital team to achieve strategic and operational goals.
- Prior experience working with unions or community organisations.
- Demonstrated ability to develop innovative digital campaign concepts that drive significant audience engagement and mobilisation.
- Strong understanding of digital culture, content trends, platform behaviours and emerging technologies.
- Proven ability to identify new opportunities and challenge conventional communications approaches.
- Commitment to working in accordance with ACTU policies and procedures, and alignment with the values of trade unionism, social justice, and respect for cultural and social diversity.
- Strong judgment and discretion, with the ability to navigate politically sensitive environments.

Desirable Criteria

- Relevant tertiary qualifications.

Key Contacts

Key Internal Contacts

Campaigns Work Centre
All ACTU Work Centre's and Staff
ACTU Leadership

External Contacts

ACTU affiliates
Other stakeholders' and relevant external parties.