

Position Description
ADN Digital Engagement Officer
July 2026



Reporting to: ADN Engagement + Communications Manager

Work location: Work from home with shared office space facilities in Melbourne (Wurundjeri Country), Canberra (Ngunnawal Country), Sydney (Gadigal Country)

Grade: 4

Salary (1.0 FTE): \$87,570

Status: 12-month position with the intention to extend

Hours: Full-time, Part-time (0.8) negotiable

About us

Australian Democracy Network is a young, dynamic campaign organisation dedicated to creating a healthy Australian Democracy that puts people and the planet first. We bring people and organisations together to campaign for the changes that make our democracy fairer, more open, transparent and accountable.

We believe that a healthy democracy is the key to better outcomes on all the most important challenges we face, from public health to the climate crisis. We need the collective power of broad, diverse civil society alliances working together to win structural reforms that change the whole system.

The role

The Digital Engagement Officer works across our campaigns, developing content and engagement opportunities to bring our campaign strategy and tactics to life online. You collaborate with the Campaigns and Engagement teams to identify and execute strategic interventions that amplify ADN's impact and build the depth and breadth of our community of individual supporters. You believe deeply in people-power and bring your digital skills and creativity to our work protecting our democracy.

A typical day might look like this: You join our stand-up in the morning, where breaking campaign news is discussed, before spending the morning developing and deploying reactive content on social media and our website. After lunch, you do some longer-term planning to build our followers and engagement on social media. That afternoon you email our list of community supporters an invite to a webinar you are planning with one of our campaign leads next month.

Key Responsibilities

- Design and deliver digital content to contribute to achieving ADN's strategic campaign goals, assist with fundraising efforts, and develop our list of community supporters across our digital channels (social media, website, email)
- Deliver our new social media strategy.

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- Grow the depth of our community, supporting volunteers to engage in powerful tactics by delivering online and occasional in-person events, coaching and training, and writing guides.
- Coordinate updates to our website.
- Ensure our campaigns are responsive to current events by creating reactive content that ADN can use and partner organisations can share.
- Work with the team to implement a plan to build the ADN list of action takers, including designing lead-generation campaigns to reach new audiences.
- Track, test, report on and evaluate engagement activity, and make informed adjustments to increase the efficacy of ADN's public engagement.
- Write, edit, and produce content, including web pages, forms, emails, videos, SMS and communications on other channels, for campaigns and fundraising.
- Observe safe working practices and, as far as you are able, protect your own and others' health and safety.
- Represent ADN in external fora as required
- Other duties as requested by your manager.

Key Selection Criteria

- Content creation: experience creating impactful campaign content for social and web on platforms like Canva and Adobe
- Social media: Experience in a social media role or considerable familiarity with different platforms including Instagram and TikTok
- Digital mobilising or organising: Experience mobilising people to take action online for a social change campaign. You understand how advocacy translates to political impact and know how to design tactics that overcome barriers to participation.
- Excellent communication skills: experience writing and editing engaging content that moves people to action in a campaigning or organising context.
- Ability to grasp complex policy issues and make them simple and engaging.
- Interpersonal skills: Relates well to all kinds of people from different backgrounds; builds appropriate rapport; listens, and uses diplomacy and tact.
- Ability to manage workflow of multiple competing priorities, tasks and deadlines.
- Proficiency in using and troubleshooting digital tools and ensuring audiences have a quality digital experience through various communication channels such as email, SMS and website.

Desirable:

- Community Organising: Previous experience in community organising, working with volunteers and/or community campaigns

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Grading information

Grade 4 – Experienced Contributor / Technical or Functional Specialist

Roles deliver substantive, higher-complexity work and have deeper functional expertise or technical capability.

- Manages a defined function or workstream independently
- Produces high-quality, specialised outputs (e.g. digital content, media preparation, data/CRM management, operations systems, campaign tactics, event delivery)
- Troubleshoots complex issues and recommends improvements
- Ensures quality and consistency across their area of responsibility
- Provides structured guidance and support to Grades 1–3
- Works under broad direction with significant autonomy
- May require relevant tertiary qualifications depending on the role.

Not responsible for:

- Owning major projects end-to-end
- High-level external stakeholder relationships
- Organisation-wide strategy