

POSITION DESCRIPTION

Position	Digital Organising Officer
Key relationships	Manager PHO, Organisers, Industrial Officers and Administration PHO, Communications Team, Member Leaders
ANZSCO code	
Salary range	Organiser Level 1 or 2 depending on experience
Work Type	Full time in accordance with the New South Wales Nurses and Midwives' Association (NSWNMA) and Australian Nursing and Midwifery Federation New South Wales Branch (ANMF NSW Branch) Employment Enterprise Agreement
Location	50 O'Dea Ave, Waterloo NSW 2017
Reports to	Lead, PHO
Team	Public Health Organising Team (PHO)
Date created	24/01/2025
Last updated	-

About the Association

The New South Wales Nurses and Midwives' Association (NSWNMA)/ANMF NSW Branch is the registered union for all nurses and midwives in NSW. The Association represents the industrial interests of nurses and midwives employed in NSW in the public, private, aged care and disability sectors. Our role is to protect the interests of nurses, midwives and the nursing and midwifery professions.

At the Association, we are strongly committed to fostering a respectful and safe workplace culture that thrives on our values of collectivism, advocacy, innovation, integrity and courage.

About the team

The Public Health Organising (PHO) team is a multi-disciplinary team composed of organisers, industrial officers and campaign support staff. PHO exists to develop membership, leadership and sustainable union structures in the Public Health System. We campaign with members for ratios, better pay and other improvements to members' working lives, by combining local organising and industrial enforcement and sector-wide campaigns.

About the role

Key expectations of the role

The role of a digital organiser is to apply union organising practice and skills across digital platforms and communities, initially in the public health system. This role will draw on your:

- Ability to have effective conversations to organise workers across digital, community and workplace environments
- Capacity to map and analyse online communities connected to key workplaces, employers or groups of target workers
- Capacity to identify and develop member leaders by engaging them in a range of digital campaigns
- Capability to develop member-led online networks and communities to expand the reach of organising campaigns
- Proven capacity to develop member leaders to mobilise members, potential members and other stakeholders to execute online tactics that achieve collective outcomes.

The **primary purpose** of a Digital Organiser is to grow member power, build leaders and sustainable union structures in the digital sphere to connect with and expand the reach of field organising campaigns.

Key accountability:

1. Create and implement digital organising plans to increase online engagement, membership and activism in support of campaign goals
2. Identify, develop and support groups of member leaders to administer, run and build their own online communities and networks
3. Test, develop and maintain methods to systematically follow up leads and online conversations created by digital and other campaigns
4. Ensure integration between digital campaigns and tools and non-digital organising campaign strategies and tactics
5. Test and implement digital means of retaining and developing engaged members and leaders in sites without dedicated field organising resources
6. Develop pathways to membership from online engagement

Key considerations:

- Ability to have challenging conversations in both digital and offline organising settings;
- Ability to manage multiple groups, meet competing priorities and provide consistently high levels of member support and campaign delivery
- Ability to both work autonomously and as part of a team, as well as maintain close collaboration with other teams
- Ability to work creatively, take a concept and run with it, while keeping fellow team members in the loop on progress and feedback or support needed
- Strong organisational skills with demonstrated ability to problem solve
- Willingness to work irregular hours as required in order to support and connect with members, potential members and leaders who usually work rotating rosters and shift work
- Openness to learning and trialling new online platforms, campaign tools and databases where required

Qualification and experience requirements:**Essential:**

- (1) Demonstrated commitment to the union movement
- (2) Recognised qualifications in the field of nursing or midwifery
- (3) Demonstrated experience in a field or digital organising role
- (4) Full and current NSW driver's licence
- (5) Two years financial NSW NMA / ANMF NSW Branch membership

Desirable:

- (1) Experience of working for a union or social justice organising
- (2) Experience in community organising or active participation in local groups/networks.
- (3) Ability to speak, read and write in a second language

Role dimensions:

- **Decision making:** This role has autonomy to make decisions to manage groups and member relationships, however must work with the team and other staff to develop a plan that fits within the broader strategic goals of the Association
- **Reporting line:** Lead, PHO
- **Direct reports:** No
- **Budget and expenditure:** nil