

Position Description



Position:	Digital Campaigner
Reports To:	Lead Campaigner
Award Classification:	Level 3 under the Social, Community, Home Care and Disability Services Industry Awards 2010
Location:	Footscray VIC (Flexible work arrangements available, travel to other ASRC sites required)
Date Update	June 2024

Organisational context

The Asylum Seeker Resource Centre (ASRC) is a leading advocacy organisation for people seeking asylum in Australia. We are a values-driven organisation that strives to be part of a movement that helps people seeking asylum by providing direct services such as assistance with accommodation, food, casework, employment, education and legal services. We campaign and lobby with our sector to drive law reform and policy change.

At the heart of the ASRC strategy is the people we serve, and our commitment to ensuring that their voices of lived experience are embedded in all that we do. The ASRC exists for refugees and asylum seekers, and we are in the service of this community of people. It's important that our work and focus is led by what this community needs, expects and wants from us.

About the Portfolio and Department

The ASRC works to build a powerful movement that leads effective social change for people seeking asylum. As part of a movement, the ASRC supports a collaborative approach to campaigns and organising that takes a whole-of-society approach to advocating for the rights of people seeking asylum. As part of our strategy, we seek to work collaboratively with partners. We drive innovative campaigns, digital actions and support a strong grassroots refugee movement, which is led by refugees and people seeking asylum.

Position Purpose

Reporting to the Lead Campaigner, this critical role will support the development and delivery of digital campaigns that engage and mobilise supporters, raise awareness about issues impacting refugees and people seeking asylum. Working closely with the Organising Program, as well as the broader Advocacy team, your strong communication skills and innovative approach to social media will engage ASRC supporters and help drive meaningful policy change.

Key Accountabilities

- Develop and maintain a digital campaign strategy and supporter journeys;
- Write persuasive and engaging digital advocacy communication copy, including emails, petitions, website copy and social media posts to drive advocacy actions;
- Develop sharable content and communication across ASRC social media platforms to engage supporters to take advocacy actions;
- Use and maintain ASRC digital advocacy platforms to mobilise supporters to take actions, including through NationBuilder and NewMode;
- Reviewing data and record the impact of ASRC online actions and engagement through social media platforms;
- Other duties as required by the Lead Campaigner.

All ASRC team members will:

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace;
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life; and
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.

Role Requirements

Skills, Experience & Qualifications

- At least three years demonstrated experience in digital campaigning or a related role, including ability to develop and maintain digital campaign strategies and supporter journeys;
- Excellent written and communication skills, with the ability to extract core messages and distil them into snappy headlines and engaging content that resonates with target audiences;
- Demonstrated experience using digital communication platforms (for example NationBuilder and NewMode) to communicate with a range of audiences;
- Demonstrated experience with design and video production tools for simple, quick turnaround production;

- Demonstrated experience with social media platforms including Facebook, Twitter, Tiktok and Instagram, and how they can be used to grow audiences and engage supporters; and
- Willingness to adapt to changing priorities and work effectively in a fast-paced environment.

Desirable:

- Lived experience of seeking asylum or experience working with people with lived experience;
- Experience shifting community attitudes using shared values to create compelling narratives; and
- Experience with Wordpress and media distribution platforms.

Policy and screening requirements

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement. The cost will be at your own expense.

I have read and understood and agree to perform the responsibilities outlined in this position description.
Name:
Date: