Position Description

Position:	**Lead Campaigner**
Reports To:	Head of Refugee Leadership and Advocacy
Award Classification:	Level 5 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)

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

The role will lead strategic campaigns across diverse media platforms to address key issues and reframe the discourse regarding people seeking asylum. Working closely with the Head of Refugee Leadership and Advocacy, you will develop and execute dynamic campaign strategies that are values driven and inclusive, that will change attitudes and deliver specific policy outcomes. Through innovative approaches and collaboration, you'll engage and mobilise communities both online and offline.

Key Accountabilities

- Develop comprehensive campaign plans, strategies and tactics that are aligned with ASRC's advocacy priorities
- Work closely with internal stakeholders to design and execute campaign tactics including digital actions, email communications, social media posts, web content, video, live streams and events, to engage and mobilise key audiences in support of the ASRC's advocacy priorities
- Oversee digital campaign platforms including implementation of landing pages, supporter journeys, automation, list segmentation and testing
- Lead research efforts to inform strategic campaign communications, direction and development, including research on advocacy targets, power analysis, stakeholder mapping and best-practice campaign messaging
- Ensure campaign opportunities for people with lived experience in ASRC's campaign and organising work
- Collaborate with external stakeholders to develop collaborative, cross-sectoral campaigns including participating in relevant meetings with external stakeholders
- Recruit, induct, support and oversee a team of campaign volunteers
- Foster a culture of continuous learning, leveraging data and insights to promote rapid learning, ongoing improvement and impact
- Standardise reporting that reflect team, department and organisational goals, regularly communicating results to stakeholders to inform best practices campaigns and organising
- Build and maintain effective and productive working relationships with other departments and leaders across the organisation, collaborating to overcome hurdles and maximise on opportunities from a 'whole of organisation' perspective

All ASRC Leaders 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.
- 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

Essential Skills, Experience & Qualifications

- A track record in developing and implementing campaign strategies against measurable targets
- Demonstrated experience in campaign communications and developing key messages in a political context
- Excellent written and verbal communication skills and ability to create engaging content
- Strong experience across social media and communications, with demonstrated experience using and maximising social media
- Effective project and time management skills, including the ability to meet competing deadlines and be adaptive in a rapidly changing environment
- Knowledge of the policy context of practice with asylum seekers visa categories/conditions, and the barriers faced by people seeking asylum in Australia

Desirable:

- Lived experience of seeking asylum
- An understanding of the policy development process and issues-based advocacy
- Knowledge of NationBuilder or Salesforce or similar CRM database and email/web platform
- Experience working with and managing volunteers

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.

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