

Position Description



JOB OVERVIEW

Position title	Digital mobiliser
Location	Lvl 2, 60 Leicester Street, Carlton VIC 3053
Reporting to	Communications Manager
Hours	Full time
Contract period	Permanent
Salary	\$ 57,688 - \$ 65,586 plus superannuation (EV2)
Starting date	10 December

Are you a communications whiz with a passion for the environment and social justice? Want to use your skills to help communities win campaigns to solve the climate crisis, protect nature and shift to renewable energy?

We're looking for an enthusiastic and tech-savvy Digital Mobiliser to support communities to take action on the environment.

WHO WE ARE

Established in 1969, Environment Victoria is one of Australia's leading environment charities, with a strong history of running strategic, dynamic, people-powered and successful campaigns to take action on climate change and protect our environment.

Over 50 years we've campaigned to create new national parks, protect rivers, build more public transport, retire power stations and shift to renewable energy.

With a team of about 20 staff – plus hundreds of volunteers – we're nimble, creative, passionate, fun and just a little bit feisty. 😊

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WHO YOU ARE

You've got a passion for using digital tools and engaging stories to motivate people to take action for our environment. You're personable, always on the lookout for cool new tech, and you're ready to learn (because things change fast in this field).

Reporting to the Communications Manager, you'll use social media, online and offline communications to engage people on issues they care about and deliver tactics for grassroots campaigns.

ABOUT THE ROLE

This is an incredible opportunity for someone early in their career in the not-for-profit sector. While part of the communications team, you'll collaborate with a range of people – from campaigners to organisers and volunteers – gaining broad experience in caused-based campaigning.

Environment Victoria is a mid-sized charity, so you'll gain hands on experience of large-scale campaigns and local grassroots activism.

This is a permanent position located in Environment Victoria's office in the award-winning Green Building, 60 Leicester Street, Carlton.

POSITION DESCRIPTION

This position supports Environment Victoria's Communications teams to mobilise people to take action and win campaigns.

Duties

- Deliver Environment Victoria's daily social media presence, developing engaging content, sharing news and moderating comments
- Create social media videos through existing platforms or using Environment Victoria's existing (and easy to use!) video tools
- Support Environment Victoria's Organising program through organising and promoting events
- Update and maintain Environment Victoria's website, especially campaign and event pages
- Manage setting up email actions and petitions
- Design and lay out communications materials, based on existing templates
- Brainstorm clever and creative ways to draw attention to environmental issues and mobilise people to take action

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- Provide input into social media strategy in responding to breaking news and achieving campaign outcomes

A typical week might involve:

- Posting daily about current events or issues on Facebook, Twitter and Instagram
- Meeting with a campaign team to brainstorm a new tactic
- Setting up a webpage, Facebook event and/or supporter email to promote it
- Setting up an email petition
- Managing the data flow into Wordpress or NationBuilder
- Designing a simple flyer for a community event
- Live Tweeting an event

SELECTION CRITERIA

We don't expect you to be an expert in all of the skills listed, so if you think you're ready for the role and willing to learn, please apply.

Personal attributes:

- Demonstrated commitment to acting on progressive values
- Openness and flexibility
- Empathy for others
- Personal courage and resilience
- Passion for climate and environment issues

Core skills:

- Highly developed communication and writing skills, with experience communicating with a range of audiences
- Experience of and knowledge about developing content that perform well on various social media platforms, and how to write short engaging headlines and calls to action
- Basic understanding of Adobe Creative Suite programs (InDesign, Photoshop and Acrobat)
- Strong interpersonal skills with an ability to work well in a team, communicate with volunteers and work with a supervisor
- Demonstrated ability to take initiative, experiment and test new ideas
- Good time management and administrative skills, and the ability to work in a busy, fast-paced environment

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Desirable skills:

- Proficiency or previous experience in using the Wordpress platform or similar content management system
- Experience with digital advertising on Google or Facebook.
- Experience in Adobe After Effects or another video editing program
- Some experience with HTML and CSS
- Experience with a CRM like NationBuilder or Salesforce
- Experience or training in setting up online actions (petitions, etc) to drive progressive campaigns
- Qualifications in communications or marketing
- Knowledge of current environmental issues and political landscape, especially in Victoria

TERMS AND CONDITIONS

This is a full-time permanent position.

Remuneration is at EV 2, under the Environment Victoria Certified Agreement. Salary for 2020/21 is \$ 57,688 - \$ 65,586 plus superannuation.

- Environment Victoria is strictly non-partisan and an equal opportunity employer
- Environment Victoria staff are required to operate in a manner consistent with organisational policies
- After hours and weekend work will/may be required

Note: subject to negotiation, duties and remuneration may be adapted to meet the skills and experience of the right candidate.

REPORTING

This position reports to the Communications Manager.

HOW TO APPLY

To apply, please submit the following:

- A current CV
- Links to 3 pieces of communication you are proud of. This could be a portfolio website, writing samples, a community campaign, or even your Insta feed!
- A cover letter, no more than 1 page, that responds to the “core skills” and “desirable skills” in the Selection Criteria
- A written response, no more than 200 words, to the question: “Give an example of when you took action on an issue you care about?” (It doesn’t have to be related to the environment, and we will use it to assess your writing style.)

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Applications close: 5pm 19 November 2020

Shortlisted applicants may be invited to a Zoom interview.

Applicants of diverse genders, cultural backgrounds, and experiences are encouraged to apply. We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with a disability and members of the LGBTIQ+ community.

For more information about the position contact Alex Merory, Communications Manager, Environment Victoria

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