



AUSTRALIAN PARENTS FOR CLIMATE ACTION

- **Would you love to work with the Australian Parents for Climate Action team?**
- **Are you experienced at designing and implementing social media and digital advertising strategies?**
- **Are you keen to build the public support needed to secure a safe climate?**

POSITION DESCRIPTION - DIGITAL CAMPAIGNER

Australian Parents for Climate Action (AP4CA) is Australia's leading voice for parents and carers on climate change. Parents are a large trusted constituency of society, with strong political and economic power and the moral responsibility to protect their children. We empower and mobilise parents to advocate for Australian governments and businesses to implement the solutions required to ensure a safe climate so that our children can live safe, healthy, full lives. We are a small, rapidly-developing organisation with passionate and engaged volunteers and supporters online and in 30 local groups nationwide. We take a non-partisan, family-friendly, relationship-building approach in order to engage those not currently active on climate issues.

Position Details

Position title:	Digital Campaigner
Employment type:	Contractor
Reports to:	CEO
Location:	Remote - own office and device
Time commitment:	20 hours per week - flexible days and hours
Pay rate:	\$50 per hour
Duration:	6 months approx
Start date:	November 2021

About this Position

An integral part of AP4CA is digitally-enabled engagement and organising to build a supportive and powerful grassroots movement of parents actively supporting climate action within their communities. We're seeking an experienced digital communicator to help mobilise our

fast-growing online community, and engage our target audience: the millions of parents concerned about climate change.

The Digital Campaigner will develop strategies and content to engage and convert target audiences into climate advocates within their communities as part of our climate advocacy campaign. Working in close communication with our campaign staff, you will develop and deliver digital tactics that engage audiences that are critical to raise the profile of climate concern at a national level. This includes paid marketing campaigns, content development, page building, EDMs, and performance optimisation and reporting.

You will keep in touch with the CEO, other AP4CA team members, as well as the organisers and volunteers via slack, Facebook, email, phone, Zoom and in person where appropriate. You will need to use your own office space, internet connection and devices.

We value diverse experiences and perspectives to strengthen our team, strategies, and movement. We strongly encourage applications from First Nations people, people of colour, people of all genders and sexual identities, parents and carers from all types of families, and people living anywhere in Australia. You don't have to be a parent to work with us. We offer some flexibility in working hours to fit with your family commitments.

Deliverables

- Develop a social media and digital advertising strategy in conjunction with the Campaign Team and partner organisations to significantly raise awareness and concern amongst climate-concerned parent audiences on the importance of supporting climate action.
- Coordinate digital campaign tactics that deliver on campaign objectives in priority areas, in consultation with the campaign team and in coordination with possible digital agency support.
- Create content collateral across various digital channels, ensuring it is on brand, strategic, timely and engaging.
- Produce a package of original written content as part of an engagement journey that drives conversion (including on our Nationbuilder pages) through web content, social media content and relevant communication journeys.
- A fortnightly posting schedule across digital channels, with the aims of brand awareness, building community through lead generation and engaging target audiences.
- Coach and provide expertise to the campaign team and social media volunteers to build a strong team culture of experimentation, innovation, evaluation and learning for performance.
- Keep a record of key performance indicators and experiments, whilst making design changes optimise performance toward our strategic goals.
- Fortnightly reports on activities and progress with the CEO.
- Attendance at a weekly AP4CA project meeting.

Essential knowledge and skills

1. Extensive demonstrable knowledge of and experience with social media and digital advertising platforms.
2. Professional level experience in implementing a substantive values-based social media campaign and achieving campaign goals.
3. Demonstrated experience implementing an election, social justice, environment, and/ or community social media campaign.
4. Excellent communication, negotiation, and analytical skills.
5. Experience in graphic design and video creation and/or a willingness to develop.
6. Ability to manage multiple projects and deadlines and work well under pressure
7. Excellent networking and interpersonal skills
8. Highly developed written and verbal communication skills, including persuasive copywriting and concise script writing.
9. Experience working with databases or CRMs (we use NationBuilder)
10. Excellent organisational skills in managing competing priorities and deadlines.
11. Demonstrated emotional intelligence, problem-solving skills and resilience.

Bonus points for:

1. A passion for climate justice and public participation in supporting positive solutions.
2. A strong understanding of the everyday experience of parents, their time pressures and looking after children of different ages.
3. Love for the internet – the kind of person who can identify new trends, content opportunities, and is excited to optimise content for key audiences.
4. A team player who is always endeavouring to be a positive force within an inclusive workplace environment.
5. Being a politics nerd, or experience working in the media industry.

If this role speaks to you, you could be the perfect person for the job. Formal education, qualifications and extensive experience matter less to us than excellence, initiative and drive.

How to apply

Please send a brief note (less than 200 words) covering your suitability for the role along with your CV to info@ap4ca.org with the subject line: "Digital Campaigner Application"