

Digital Campaigns Producer

Position Description

Join an energised team taking action across Australia to stop pollution and speak up for our living world.

ACF acknowledges the structural barriers that make gaining experience in any sector more difficult for many in our communities. We encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, LGBTIQ+ people and others who have diverse experiences of our world to apply for this opportunity. As an organisation and a movement, we grow stronger through diversity.

About the Australian Conservation Foundation:

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people creating a world where forests, rivers, people and wildlife thrive.

A handful of people formed ACF 50 years ago when mining first threatened the Great Barrier Reef. Now the ACF community has grown into a powerful force for nature.

We bring together people from the community, government and business. Our community advocates against pollution and destruction, and for our living world. We hold decision-makers to account. We champion big ideas and find common ground with unlikely partners.

We love and protect the web of life right across our continent, from the Kimberley to the reef, down the Great Dividing Range to Tasmania's forests.

People power our campaigns. We are proudly independent, non-partisan and funded by donations from our community.

About the ACF Fellowship Program

The ACF Fellowship program is a structured learning and volunteering opportunity for grassroots leaders and emerging campaigners. Each volunteer placement will be a part of a team of highly-engaged volunteers that can help us harness the energy of ACF supporters taking action in their communities. The purpose of the ACF Fellowship program is to help support ACF's growing movement of local groups in their efforts to build people power, change the story and advocate for our living world.

Through the ACF Fellowship, you'll be part of a supportive workplace where you can:

- Participate in a comprehensive induction program on all aspects of ACF and social change theory.
- Learn from experienced campaigners, community organisers, media and communications experts.
- Develop and apply your skills in a volunteer placement.
- Receive coaching and support with your supervisor, with clear direction and timelines for your responsibilities.

- Regularly reflect on your practice with other fellows in your cohort.
- Get regular training on topics like the history of the environment movement in Australia, activist self-care, and cutting edge practice in campaigning, organising and communication.
- Be part of a movement of people who show up, speak out and act to stop pollution and destruction so our living world can thrive.

About the Digital Campaigns Producer role:

The Digital Campaigns Producer will support the Community and Mobilisation team to engage and empower the 700,000 people in the ACF community to take meaningful action in our campaigns. By producing digital experiences and journeys via email, sms and through online events, you will build people's skills in advocacy at scale and mobilise community members at key moments to take action in campaigns for our climate and nature.

Volunteer responsibilities may include:

- Help design and implement digital journeys to build people's skills and leadership in ACF's campaigns at scale
- Assist with implementing key actions for ACF's campaigns digitally, including petitions, pledges, letter-writing campaigns, contact with elected representatives, and creative actions on social media.
- Use NationBuilder and other digital tools to set up events, web pages and blog posts, and to produce, test and send emails.
- Assist in collecting, analysing and presenting data from campaign actions and surveys to evaluate their impact, and elevate successes to ACF supporters and elected representatives.
- Assist with moderation and community management of ACF's large online community, including ACF's email inboxes, both generally and during online events.
- Assist to uphold ACF's brand in all communications, and follow the appropriate sign off protocols, privacy policy and content testing and approval processes with support from the supervisor.
- Other duties as requested by the supervisor.

Volunteer skills:

The volunteer should be able to demonstrate the following **key selection criteria**:

- Strong digital skills, with the ability to quickly learn new platforms.
- Strong verbal and written communication skills, with experience relating to a diverse group of people. The volunteer should have good foundations in writing clearly and concisely.
- Ability to develop strong working relationships, work with people from diverse backgrounds and work collaboratively in a team.

- Strong motivation and initiative, with the ability to manage their own priorities and communicate those priorities effectively. An ability to work independently and efficiently.
- A strong desire to learn, with the ability to reflect and learn from experiences and feedback.
- An understanding of what it takes to create an equitable and diverse environment movement representative of all Australians.
- Strong passion for the environment and a commitment to the values and mission of ACF.

Additional attributes that are not essential, but would be looked upon favourably:

- Skills and experience in professional writing, especially in simplifying complex information to make it more accessible for a public audience.
- The design and/or implementation of digital journeys for optimising a community's experience of an organisation or campaign.
- Experience using digital tools for mass email communications to a supporter base.

The ACF Fellowship program is suitable for driven, passionate and committed people who reflect the diversity of backgrounds and experiences in our communities. If that's you, but you're worried you don't have all the skills outlined in the position descriptions, please apply anyway!

Hours:

The hours are ideally 15 hours per week, including fortnightly training. The set hours are negotiable and flexible, to be arranged between the volunteer, the relevant supervisor and the program officer. It is expected that these hours will usually take place on two weekdays between 9am and 5pm, however this role will ideally be available for meeting with volunteers when they are available. It's expected that any after-hours volunteering will be balanced with time off so that you don't volunteer more than 15 hours per week.

Duration:

This is a voluntary commitment. All volunteer positions are for a negotiable period of six months from February to July 2022, with optional volunteer opportunities available thereafter.

Location:

The normal place of volunteering will ideally be at ACF's Melbourne office in Carlton, VIC, but could also be at one of our other offices in Brisbane, Sydney or Canberra. However, depending on the duration of the COVID-19 pandemic, this role may need to be done completely remotely from your home with support from ACF's team.

Resources:

ACF will provide the resources necessary for the volunteer to perform the main tasks (including a computer). Any reasonable travel and accommodation costs for interstate trips will be reimbursed as per the agreement (this will, of course, depend on the duration of the COVID-19 pandemic).

What might a typical day look like?

In the morning you meet with others working on ACF's campaigns to discuss upcoming digital actions, and identify key pieces of content you'll be producing for email, text message and the website. You analyse data from previous actions to inform how you'll optimise engagement, then start producing content incorporating A/B tests so we can learn how to make this action as accessible as possible. You then confirm the audiences for your emails and text messages, coordinating with others in the organisation to make sure audiences are targeted correctly, and plan for how you might reach people who might not otherwise engage. Then it's time to press send! After lunch, you respond to emails from community members in the email inbox, answering a range of questions about ACF campaigns and how people can be as impactful as possible. In the afternoon, you walk through an email action produced by another team member, testing the content to ensure everything is accurate, optimised for maximising engagement, and looks beautiful. At the end of the day, you check in on the initial results of the email and text messages you sent before lunch, looking out for any conclusions from your A/B tests and audience targeting.

Why does this role matter?

The ACF community is over 700,000 people strong and when we work together strategically, we can have a big impact. At ACF we believe that lasting change requires us to fix the system of laws that are locking us into environmental damage. We need to make taking action as easy as possible, for as many people as possible – no matter their skills or previous knowledge about nature and climate issues. This role ensures ACF's digital actions are compelling, accessible, easy-to-understand, and provide meaningful ways for people from all walks of life to get involved.

It is important to note...

This role is a volunteer placement. ACF does not offer employment following the placement. By signing up to volunteer with ACF, you agree to ACF's policies and procedures.

Direction and Contact:

The Digital Campaigns Producer will be asked to carry out duties under the direction of and report to the Digital Campaigner.

How to apply:

More information about ACF's campaigns and how to apply can be found on the ACF website at www.acf.org.au/fellowship. Recruitment is managed by Mel Abel, Fellowship Program Officer. Please direct any queries to melissa.abel@acf.org.au