



Digital Communications Manager

Position Description

TYPE OF POSITION: Full-time, fixed-term 5 month contract

SALARY: \$52,000 pro rata excluding 10.5% superannuation

LOCATION OF WORK: All locations considered, but Melbourne is preferred

KEY RELATIONSHIPS: Communications Team, Fundraising Team, Organising Team

DURATION OF CONTRACT: Approx. April 6th - September 18th 2020, some flexibility

Each year, AYCC and Seed run a big peer-to-peer digital fundraising campaign to raise vital funds for our campaigns to stop Australia's biggest coal and gas projects. We're looking for a passionate young person to project manage the design and execution of this program, and lead on the creation of high quality digital communications products in collaboration with a powerhouse digital team.

This short-term role is a great opportunity for a young person with digital communications and/or fundraising credentials, looking to gain more project management experience.

About AYCC & Seed

The AYCC is a non-profit, non-partisan organisation building a movement of young people to protect our future from climate change. We're Australia's largest youth-led organisation and one of the most effective organisations dedicated to tackling climate change, with 2000 volunteers nationally and more than 250,000 supporters.

We have a few major focus areas within AYCC:

- **Campaigns to solve the climate crisis** - we run campaigns to make sure Australia moves from fossil fuels to renewable energy as quickly as possible. Our campaigns include the fight to stop Adani's dangerous coal mine in Queensland and campaigning for a Federal commitment to 100% renewable energy by 2030.
- **Seed Indigenous Youth Climate Network** - led by Aboriginal and Torres Strait Islander youth, this growing network is giving Indigenous young people the skills to Protect Country. Right now, Seed are working on a campaign to stop fracking in the Northern Territory.
- **Supporting students to fight for their future** - each year we educate, inspire and empower tens of thousands of high school students to create change. We do this through presentations, two day summits, mentoring and local student-led groups.
- **Youth training and leadership programs** - we give young people the information, skills, inspiration and support they need to lead climate campaigns in their community.



We are fighting for climate justice and our values include:

Ambition, Justice, Resilience, Trust, Empowerment, Diversity

Key Responsibilities of this Role

1. Project manage the design and execution of a national peer-2-peer digital fundraising campaign
2. Develop campaign messaging and supporter journey
3. Coordinate project execution across multiple teams
4. Write supporter emails to generate challenge sign-ups and donations
5. Collaborate with creative designer to produce campaign branding, website design, and creative promotional content
6. Use AYCC's digital systems including NationBuilder, CallHub and Facebook Ads Manager to promote the challenge and support participants
7. Troubleshooting for participants via phone, email and FB group
8. Managing mailing of supporter packs, prizes and merchandise
9. Assisting with other projects of the Communications team as required

Experience and Competencies

Aboriginal and Torres Strait Islander young people, people of colour and LGBTI+ young people are strongly encouraged to apply.

The ideal candidate will be passionate, have experience in digital communications and/or fundraising - and is excited to learn more!

- You're a strong and creative written communicator, who can write for a range of audiences and platforms comfortably
- You share a commitment to AYCC's mission and values of climate justice
- You're trustworthy, reliable, can work independently and love learning
- You're organised, have high levels of attention to detail, and effective time management skills
- Experience with NationBuilder, CRM management, digital advertising platforms or similar would be great!
- Bonus points for project management experience!
- Availability on a full time basis in the listed period



Note: If you don't have all the skills listed above, but are willing to learn - please apply!

Application Process

Candidates should submit via email:

- CV (2 pages max)
- A draft supporter email asking for donations in response to the following hypothetical scenario:

The Morrison Government has announced that it will use \$1 billion of public money to fund private gas projects, as part of their stated plan to tackle climate change. The AYCC are against the use of gas as a 'transition fuel' after coal, given it is still a fossil fuel with high levels of emissions.

The AYCC is a youth-led organisation, we seek applications only from those under 30.

Applications close Midnight Tuesday 10th March 2020. Applications should be addressed to Jai, Digital & Communications Director, and sent to jai@aycc.org.au using the subject line '[full name]: Digital Communications Manager '.