

Digital Organising Manager

Responsible to: Organising Director
Key relationships: AYCC staff, volunteers, movement partners
Location: Melbourne, Brisbane or Sydney
Employment Basis: Permanent position
Hours: 4-5 days a week (dependent on candidate's interest)
Remuneration: \$53,500-57,000 pro rata (dependent on experience)
Start date: Ideally early Feb 2021, but flexible for the right candidate

The AYCC is a youth-led organisation with an exemption from the Anti-Discrimination Act - we seek applications only from people under the age of 30. **Aboriginal and Torres Strait Islander young people, young people of colour, people with disability & LGBTIQ+ young people are strongly encouraged to apply. We value passion, talent and lived experiences, over formal qualifications.**

About the role

The Digital Organising Manager is responsible for designing and implementing strategies to engage new audiences through digital tools and funnel them into our organising and campaigning programs.

About AYCC

The AYCC is a non-profit, non-partisan organisation building a movement of young people to protect our future from climate change. We are Australia's largest youth-led organisation and one of the most effective organisations dedicated to tackling climate change, with hundreds of volunteers nationally and more than 200,000 supporters. We have three major areas within AYCC:

- **Campaigns to solve the climate crisis:** we run strategic campaigns to make sure Australia moves from fossil fuels to renewable energy as quickly as possible while putting justice at the centre. Our campaigns include:
 - **Stopping dangerous gas expansion**, by stopping the finance new projects require and eroding the social licence of the fossil fuel industry.
 - **A Clean Jobs Guarantee** and investment in our communities to tackle two crises at once.
 - **Solidarity with communities on the front lines** of fossil fuel extraction and climate change impacts.
- **Movement building:** our movement is radically inclusive, equitable and accessible, and prides itself on its diversity and scale. **To be able to win on our campaigns we know we need young people taking action everywhere across the continent.** We empower

volunteers to take on meaningful leadership and responsibility while supporting each other to learn and grow. And we also prioritise building the power of our movement in the places and communities most critical to enabling us to shift the public story and policy of climate change on this continent.

Your key responsibilities include:

- Developing and implementing AYCC's strategy for growing the outer layers of the ladder of engagement digitally (connected, contributing)
- Managing teams of volunteers who run AYCC's welcome spaces and incubation spaces
- Working with the training manager and network support manager to ensure new volunteers who join our movement online are able to transition to other teams, including offline teams, training programs
- Working with members of the Communications team to ensure we maximise the engagement of young people in our online forums, including working on digital recruitment like social media and emails
- Working with members of the Campaigns team to utilise rapid response moments to grow our movement, for example, through rapid response webinars and casual online action teams
- Working in solidarity with other organisations, including around First Nations' justice
- Stay across developments in digital organising and social media tools and methodology in the digital campaigning world
- Coordinating online mobilisations at key moments to grow our digital presence and pool of potential volunteers (recruitment comms for online mobilisations)
- Other duties as required by the organisation from time to time, including to support our campaigns

Selection criteria:

We're a youth organisation, so we don't expect you to be an expert at everything. We're not looking for someone with any particular qualifications or educational background. If you fit a few, but not all of the below attributes, we encourage you to apply!

Skills and experience

- Facilitating groups and teams
- Understanding of volunteer journeys and organising theory (such as momentum organising)
- Confidence using tech and digital tools, namely Nation Builder, SupporterBase, and various social media platforms
- Managing and coaching teams of volunteers

- Managing projects of intermediate size and complexity (e.g that span over a few months and involve multiple collaborators)
- Developing strategies to grow a movement using digital tools and social media
- Written and verbal communication, including copy-writing for event pages and social media posts
- Designing tactics to have campaign impact or grow our movement

Cultural fit and other attributes

- Abides by and embodies the AYCC movement's values
- Able to work well at the intersection of a grassroots movement and a formalised NGO and can take a nuanced approach to AYCC's organisational culture
- Able to work under pressure in a fast-paced environment
- Values giving and receiving feedback
- Innovative and creative

How to apply

Candidates should submit via email:

- **A resume of no more than 2 pages**
- **A cover letter of no more than 2 pages** addressing the **core skills and attributes**
- An **answer to this question:** *"how can AYCC harness digital tools and online spaces to build a mass movement for climate justice?"*. Your response can be in writing, a short video, or another medium of your choice.

Applications should be sent to application@aycc.org.au using the subject line '*Application - Digital Organising Manager*'.

APPLICATIONS CLOSE: Midnight Sunday 17th Jan 2020