

Graphic Designer / Digital Campaigner

- **Employer:** The Bob Brown Foundation
- **Work Type/s:** Part Time
- **Classification/s:** Environment and Sustainability
- **Sector/s:** Not For Profit (NFP)
- **Location:** Hobart

- **Job posted on:** 9th May 2017

- **Applications close:** 22nd May 2017

Working under the direction of the Campaign Manager, this role is an opportunity to work in a small team, for the protection of Australia's natural environment. The successful applicant will work with our Hobart-based Campaign Manager, Chief Executive Officer, Fundraiser, Melbourne and Burnie based campaigners and nationwide Foundation supporters and volunteers to implement our strategic campaigns.

TO BE CONSIDERED APPLICATIONS MUST INCLUDE A PORTFOLIO OF WORKS.

Please submit a written application addressing the selection criteria, with a CV and three referees by 5.00pm Monday 22 May to contact@bobbrown.org.au

Position Description

JOB TYPE - Part time - 4 days a week

LOCATION - Hobart BBF Office

COMMENCEMENT DATE - 5 June 2017

STRUCTURE REPORTING - Reports to the Chief Executive Officer and the Chair of the Board

SALARY - Starting at \$52,000, negotiable based on skills and experience

POSITION OBJECTIVES

1. Strengthen and amplify the Foundation's campaigns through graphic design, video production and creative online graphics and messaging.
2. Communicate our campaigns with new, engaging, appealing and accessible messages to encourage maximum take-up and action by audiences.
3. Identify and seize campaign opportunities to maximize our reach to our supporters and a broader audience.
4. Provide additional fundraising opportunities through design, video and digital products and embed fundraising opportunities into campaigns.
5. Increase the Foundation's ability to reach out to, and effectively engage with, the wider community, our key stakeholders and government.
6. Convert our social media audience to active supporters.
7. Manage our portfolio of creative assets, including images, film footage and art.

KEY TASKS AND DUTIES

1. Work with the Campaign Manager to implement and embed design, video production and digital communications strategies in all campaigns.

- Produce video, graphics, digital communications and creative graphic design targeting politicians and companies.
- Identify and work with the Foundation's team to identify opportunities to carry out the Foundation's campaigns through digital channels, reaching audiences with content and messages that support our campaigns.
- With the campaign manager, draft creative briefs for volunteer and other designers and manage relationships to produce powerful campaign content.
- Work with volunteers on design and video projects.
- Respond to rapidly changing political developments with new campaign content and online actions.

2. Graphic Design:

- Produce graphic design assets and other communications materials to support Bob Brown Foundation campaign objectives.
- Design and produce campaign tools such as facebook graphics, postcards, flyers, posters and reports.
- Produce offline sign up and participation tools, including sign up prompts.

3. Video Production:

- Concept development, script-writing, asset sourcing, talent sourcing, shoot management, editing.

4. Digital Communication:

- Generate digital campaign actions, utilising the huge bank of photographic and video imagery generated by our campaign to date.
- Generate a digital newsletter for supporters.
- Analyse social media data and build on our success for more success.

SELECTION CRITERIA:

1. Passion for protecting the environment and winning campaigns.
2. Broad experience operating and engaging a multitude of campaign tools including graphic design, video, digital communication tools including NationBuilder (our key platform).
3. Highly developed written and verbal communication skills.
4. Experience in a campaigning, advocacy or change-making.
5. Proven Graphic Design skills and experience.
6. Web development and basic coding skills in languages including HTML and CSS.
7. Video editing and production skills and experience.
8. Ability to identify and respond swiftly to opportunities in rapidly evolving campaign contexts.
9. Someone who thrives on and works well within a fast-paced team environment.
10. Experience with Adobe Photoshop, InDesign, Lightroom and video editing software.
11. Ability to work with direction from the Campaign Manager and Chief Executive Officer of the Foundation and to work effectively with a small team.
12. Sound political judgement.
13. Ability to manage and prioritise a range of tasks, plan tasks and work to deadlines.
14. Proven ability to manage volunteers.