

## 350.org Australia Digital Manager - Position Description

### About 350.org Australia

350.org Australia is building a people-powered movement for climate justice. Our mission is to build a grassroots movement to stand up to the fossil fuel industry, and support a just transition from coal, oil and gas to a renewable-energy future for all.

For more information: [350.org.au](https://350.org.au)

350.org Australia is a supportive, small team with benefits including professional development and training, an Employee Assistance Program, the ability to work flexibly and from home, and cultural leave provided to employees.

350.org Australia is an equal opportunity employer, and we strongly encourage Aboriginal and Torres Strait Islander people, people living with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse communities to apply for this role.

**Job Title:** Digital Manager

**Location:** Sydney, Melbourne, or Brisbane preferable but negotiable (we are open to hiring remote workers based in Australia).

**Salary:** Level 5, in line with SCHADs level 5: \$88,762 - \$92,773 plus super and leave loading

**Hours:** Full-time (38 hours per week)

**Contract period:** This is a permanent position

**Reporting:** The position reports to the CEO

### About this Role

The 350.org Digital Manager is responsible for developing 350.org Australia's digital strategy and maintaining engagement across our digital channels, and supporting the Content Producer. As 350.org Australia's Digital Manager, you will:

- Develop 350.org Australia's digital strategy, including for campaigns and fundraising, and deliver on supporter engagement and growth goals.
- Work closely with the campaigns and organising team to develop online campaigns that support building long-term organising power
- Work closely with the fundraising and operations team to develop, implement and evaluate digital fundraising and acquisition strategies, including social media advertising.
- Develop compelling online content, including email blasts, web, social media and video content
- Management and support for one staff member, the Content Producer
- Write, load and format email blasts and online action pages (petitions, letter campaigns, etc.)
- Manage the 350.org Australia website and social media accounts

- Manage the 350.org Australia supporter databases (Action Network, Action Kit) and provide database management training and support for others on the 350.org Australia team
- Provide training to 350.org staff and volunteers in digital engagement
- Support staff with technical assistance, including HTML, graphic design, database report generation, and data analysis.

*350.org.au values lived experience and can provide support and training opportunities for the right candidate - we encourage applications from those who don't meet the full criteria below.*

#### **Required skills & experience:**

- Excellent verbal and written communication skills. Ability to write copy for a variety of audiences and platforms, including proven ability to write and edit highly engaging campaign and fundraising copy across online channels.
- Experience developing digital supporter journeys, preferably for both advocacy campaigns and fundraising
- Demonstrated experience in developing, implementing and reporting on digital fundraising campaigns
- Experience working with CRMs (e.g. Action Network, ActionKit, Nationbuilder) and managing medium to large supporter databases, as well as generating and analysing reports
- Highly organised, and able to manage multiple projects at once
- Proven ability to work collaboratively in close coordination with a remote team
- Knowledge of and dedication to climate justice

#### **Desirable skills and experience:**

- Designing and implementing basic digital advertising campaigns across social media platforms, especially Facebook
- Basic front-end web development skills (HTML, CSS)
- Basic skills in the Adobe Suite (Photoshop, InDesign) and with video editing software
- Experience managing a WordPress website, or other content management systems
- Experience managing people

#### **How to apply**

Please send the following to [lucy@350.org.au](mailto:lucy@350.org.au) by 5pm Monday 9th January:

- A short writing sample
- A short CV of no more than 3 pages
- A 2 page cover letter responding to the skills and experiences listed above.
- Please indicate whether you will be contactable for interviews between January 9th - 28th.