

# Digital campaigner

## Position description

Are you a digital campaign and communications ninja who is passionate about people power and environmental and social justice? EJA is a leading national public interest legal organisation. We run strategic litigation and advocacy campaigns to transform industry and hold governments and corporations to account – and in doing so, safeguard health, protect nature and achieve climate justice.

We're looking for a Digital Campaigner with 3+ years' experience to supercharge this work. Working with a collaborative and multidisciplinary team, you will create dynamic digital advocacy and engagement campaigns that motivate our audiences to take action.

The role will suit a creative thinker and problem solver who loves dreaming up big ideas and tactics and can turn them into polished multi-platform digital campaigns. We're looking for a talented writer with an eye for a good story who can communicate with different audiences and translate complex issues into compelling and action-worthy moments. You have strong digital skills and love to delve into audience insights and analytics, but can also work to tight deadlines.

You may have honed your skills as a digital campaigner, mobiliser, community organiser, communications coordinator or content strategist in an environmental or social justice campaign organisation, union or NGO. But even if you have a different kind of experience, if you're a smart and creative person who's excited about campaigning to create a better world, we'd love to hear from you.

The position is full-time and initially a 12-month contract, with a likely extension based on funding. You will be based in Melbourne at EJA's head office but for the right candidate who is prepared to travel, we will consider other locations in Australia.

Environmental Justice Australia is an equal opportunity employer. Aboriginal and Torres Strait Islander people, women, people from culturally and linguistically diverse backgrounds, LGBTQI people and people with a disability are encouraged to apply.

## About us

Environmental Justice Australia is a leading public interest legal organisation. Our lawyers act on behalf of people and community organisations to safeguard health; protect magnificent forests, rivers and wildlife; and tackle the climate crisis. We partner with communities and other social justice organisations because we are stronger together.

Using innovative approaches, we find the best legal solutions to climate and environment issues. Our team works inside and outside the courtroom to make the system fair and just for all. We work on issues and in areas of Australia where we can have the most impact.

## Values

**Collaboration:** We work in partnership with community and other organisations because we are in this together

**Respect:** We treat everyone with respect and we value different perspectives as we know we can learn something from everyone

**Ambition:** We aim high and are at all times focused on achieving maximum impact for nature, climate and communities



**Positivity:** We maintain hope and a positive approach because we believe we can change the world

**Justice:** We are driven by our sense of justice – it's at the core of everything we do

## Responsibilities

- Develop and implement digital campaign strategies and creative concepts to activate supporters and achieve our program and engagement objectives, including online advocacy, acquisition, retention and fundraising.
- Create and produce compelling digital multi-channel content including email blasts, landing pages and paid and organic social media.
- Develop and implement supporter care strategies, including managing and engaging our online community.
- Keep up to date with best practice digital advocacy techniques, technologies, products and platforms, and make recommendations for continuous improvement.
- Assist with reporting, monitoring and evaluation.
- Contribute to the EJA team and the running of the organisation and office, uphold EJA's values and participate in all relevant aspects of EJA planning, review and reporting.

## Selection criteria

### Essential

- Three plus years of digital campaigning or communications experience, preferably in an environmental NGO or social justice organisation or other for-purpose setting.
- Excellent written communication skills, understanding target audiences and communications objectives, and experience writing for range of communication styles and channels .
- Demonstrated experience creating multi-platform digital communications, mobilising or advocacy campaigns, and evaluating their impact. Fluency using and troubleshooting digital campaign tools like WordPress, Campaign Monitor, Facebook ads and DoGooder (or equivalent).
- Project management: initiative, self-motivation, and the ability to work effectively both independently and as part of a collaborative team environment, and to manage workflows with competing tasks and tight deadlines.
- Integrity: Show consideration for others, work well with people with different working styles, and treat all people with dignity and respect.
- A passion for environmental and social justice issues and making positive change through people power.

### Bonus points for

- Strategic thinking and a good understanding of non-profit and environmental advocacy or social justice campaigns, and community organising.
- Experience using a range of social media platforms including Facebook and Google Ads as well as Google Analytics.
- Experience in digital campaign optimisation, UX, analytics and reporting and/or design thinking.
- A good working knowledge of design tools such as Canva, Adobe Creative Suite, photography, and/or video editing.

## Location

Melbourne. (Other locations in Australia will be considered for an exceptional candidate.)

## Terms and conditions

Terms and conditions for these roles will be negotiated based on the following:

- The position is full time and initially on a 12-month contract with a likely extension based on funding.
- EJA encourages flexible work arrangements and there is some scope for negotiation with respect to days and hours of work.

- The role is based in Melbourne at our office in Carlton, with travel outside Melbourne required occasionally. Other locations will be considered for an exceptional candidate.
- Out of hours work is required occasionally.
- Terms and conditions of employment are based on the SCHADS award with over-agreement salary and conditions depending on experience. Salary range for full-time work is \$81,975 to \$90,360 depending on experience, plus superannuation and leave loading.
- EJA is bound by the Victorian Government COVID vaccination mandate and therefore EJA staff members must be fully vaccinated to undertake any work outside the home in Victoria.
- Please note that salary sacrificing is not available.

## Benefits of working with EJA

You will be an important part of a lean but high-impact organisation. We are proud to offer our staff a supportive workplace with excellent conditions, including:

- Supportive work environment and opportunity to work regularly from home, with options for flexible work hours.
- Four weeks of annual leave a year plus an additional three days off (pro rata) over the Christmas period.
- 17.5% annual leave loading.
- Ongoing professional development opportunities.
- Access to our Employee Assistance Program and wellbeing support.
- Melbourne office has secure bike parking and close to public transport as well as countless cafes, restaurants and shops.
- Be part of an organisation that values and celebrates cultural diversity.

## How to apply

Send us a brief application comprising:

- your resume; and
- a statement of no more than 3 pages detailing why you want to work with us and addressing the selection criteria outlined above. NOTE that if you do not address the selection criteria your application will not be considered.

Email your application to [recruitment@envirojustice.org.au](mailto:recruitment@envirojustice.org.au)

We will require shortlisted candidates to supply two referees.

Like to talk about the role before you press send? Call our Communications Manager Tessa Fluence on 03 8341 3104.

**Closing date: Sunday 8 May at 11.59pm (AEST).**

