



Digital Campaign Manager - Recognise

Applications Close 24 February 2017



Thank you

for your interest in the Digital Campaign Manager position with the RECOGNISE Campaign. This pack contains the information you will need to complete and submit your application by the 24 February 2017 closing date.

Who we are

RECOGNISE is a fast growing team of creative and dynamic professionals who are passionate about creating a better country for all Australians. We are united and driven by our determination to recognise the First Australians and to deal with the racial discrimination in our nation's founding document. We believe change is possible and we are working to ensure the best possible outcomes.

Our role has a very specific focus. It is to raise awareness and build support for these principles ahead of a referendum being put to the Australian people.

Who we are looking for

We are looking for an energetic and experienced digital media professional to manage the RECOGNISE digital campaign. You will know how to design, plan, implement and evaluate a winning digital campaign strategy and will have the ability to manage a range of social media tools while building our audience.

You will be passionate and want to contribute your skills to this important cause. Campaign work is fast-moving and ever-changing. We are looking for passionate and committed people who are generalists and who can constantly learn new skills and adapt to new conditions.

Reconciliation Australia is committed to improving employment opportunities for Aboriginal and Torres Strait Islander peoples and strongly encourages them to apply.

Unique Opportunity for People Already Employed

If you are currently employed, you might be able to keep your current job and work with us for a defined time period. With our support, you might be able to negotiate a secondment where you can work with us (possibly at or close to your current salary, until the campaign is successfully completed). You can be a part of this historic change and then you can go back to your current job! Win-Win. This is more likely to be possible if you work for one of our many partner organisations. Talk to your manager, or contact us, about this opportunity.

About the Campaign

The RECOGNISE movement was established in 2012 as a result of recommendations from the Expert Panel on Indigenous Recognition in the Australian Constitution relating to a need for greater levels of public awareness ahead of a referendum.



Reconciliation Australia was chosen by the Federal Government as the organisation to undertake this work. RECOGNISE is a part of Reconciliation Australia, and we are governed by the Board of Reconciliation Australia.

Further detailed information about the organisation and the campaign can be viewed at recognise.org.au

Position Details

Title: Digital Campaign Manager	Group/Unit: RECOGNISE Campaign
Classification: RA 4	Location: Sydney

What will you be doing?

In this position you will develop and implement a digital media strategy and plan that continues to build a positive movement of Australians via RECOGNISE digital media platforms. You will have a creative eye and assist in the maintenance of our websites, and will work effectively across teams to manage our supporter database.

Conditions of engagement

This position is a full-time, fixed-term contract up to 30 June 2017 (with a possibility of extension). An attractive salary of between \$70,000 - \$80,000 pa plus superannuation will be offered to the successful applicant depending on level of relevant experience.

Please note: RA is not classified as a Public Benevolent Institution and is therefore unable to offer taxation benefits currently available under those arrangements.

To be eligible for employment with RA, successful applicants will be required to undergo a suitability assessment and provide 100 points of identification prior to commencing employment. If you require further information in relation to what this process involves, please contact the Senior HR Advisor on the number provided below.

How to apply

We invite you to submit your application by completing the application cover sheet included in this pack and providing a summary of your skills and abilities (maximum of 1000 words) against the requirements of the position. You will find included in this pack a detailed Job Description that outlines the duties of the position and the competencies required to competently fulfil the role. While you are not required to address these competencies directly, you should consider them when preparing your summary. You are also asked to attach a current resume.

How to contact us

For further information about this position, please contact Shannon Dodson on (02) 8204 1500.

Applications close: 6.00pm 24 February 2017.

Please send applications to:
Jobs@Reconciliation.org.au

Job Description

Job Title	Digital Campaign Manager
Reporting to	Director Communications
Classification Level	RA 4
Date	January 2017

Role:

The position will manage RECOGNISE's digital campaign.

Duties:

1. Develop a digital media strategy and plan that continues to build a positive movement of Australians via RECOGNISE digital media platforms – including Facebook, Twitter, Instagram, YouTube, websites and eDMs).
2. Coordinate digital advertising and budget.
3. Maintain and regularly refresh RECOGNISE websites and content.
4. Management of casual staff that will assist with moderation and content creation requirements.
5. Managing ongoing communication with the RECOGNISE supporter list.
6. Other duties as directed by the Director Communications
7. Carry out all allocated tasks in a manner that demonstrates support for the aims of the Recognise campaign.

Competencies:

Aptitude and Experience

- Demonstrated experience in managing and developing an active and successful digital media campaign.
- Experience working with Wordpress, CRM software, and analytic tools.
- Proven ability to develop a clear work plan and demonstrated ability to meet deadlines in a high-pressure environment.
- Experience or proficiency in Photoshop or other image editing programs; and video editing programs (Desirable).
- Tertiary qualifications in a relevant discipline (Desirable).

Working Relationships

- Works co-operatively in a team environment.

Communication

- Ability to understand and communicate complex information to the public.
- Excellent written and oral communication skills and attention to detail.

Understanding of Aboriginal and Torres Strait Islander Issues

- An understanding and awareness of Aboriginal and Torres Strait Islander peoples, their cultures and issues affecting them.

Reconciliation Australia Application Cover Sheet

Position Details

Position Title:	Digital Campaign Manager
Classification:	RA 4

Personal Details

Title: <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Dr <input type="checkbox"/> Other: Please Specify		
Surname:		Given Names:
Email:		
Postal Address:		
Suburb:	State:	Postcode:
Telephone:		Mobile:

Do you wish to identify as being of Aboriginal and/or Torres Strait Islander Origin?

Do you wish to identify as a person from a culturally and linguistically diverse background?

Do you wish to identify as a person having a disability?

If you have a disability, please specify any adjustments you require should you be successful for interview.

Referee 1:

Name:
Title:
Working Relationship:
Length of Relationship:
Contact Details:
Phone:
Email:

Referee 2:

Name:
Title:
Working Relationship:
Length of Relationship:
Contact Details:
Phone:
Email:

How did you hear about this vacancy?

Have you attached your Resume?