



Digital Coordinator Position Description

Job Title: Digital Coordinator

Location: Sydney, Melbourne or Brisbane

Salary: \$70,000 per annum excluding superannuation

Hours: Full-time, Monday-Friday

Contract period: This is a 12 month contract position with a 3 month probationary period

Reporting: The position reports to the Communications Director

About 350.org Australia

350.org Australia is building 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. Our vision is for a future that is just and equitable, with our communities and ecosystems thriving and protected from the impacts of climate change.

We are a small, skilled and supportive team with a deep commitment to climate justice and a passion for building people-power.

350.org Australia is a charity and the local chapter of the 350.org global grassroots movement. Our purpose is to inform and educate the public about climate change and its impact on the natural environment, and encourage research into climate change.

For more information: 350.org.au

About this Role

The Digital Coordinator will manage 350.org Australia's digital fundraising streams to diversify and strengthen our sustainable funding base, and support in the growth and impact of our campaigns and organising through digital tools and outreach.

The successful candidate will be data-driven, creative and a digital wizard. An average day in this role might look like: checking the news for opportunities on our campaigns, setting up Facebook and Instagram ads to reach new audiences, writing a fundraising email and being part of a creative brainstorm on how we can challenge the power of the fossil fuel lobby.

Key duties include:

- Coordinating and implementing the organisation's digital fundraising strategy

- Coordinating our regular giving acquisition program, including both digital and call campaigns for new donors
- Keeping our regular giving community updated and engaged on campaign developments
- Digital advertising and content development
- Managing crowdfunders for our campaigns
- Communicating with our list of supporters to offer them opportunities to contribute to our campaigns
- Analysing and reporting on data from our Customer Relationship Management system
- Brainstorming new fundraising campaigns
- Growing our base of supporters online
- Supporting other digital comms as needed

Required skills & experience:

- Creative and data-driven approach to digital fundraising
- Experience using Facebook Business to run successful ad campaigns
- Experience with managing data in a CRM system (we use ActionKit, but experience in other CRMs such as NationBuilder or Salesforce would be sufficient)
- Basic web management skills like creating petitions, donate pages and blogs
- Experience with small donor acquisition campaigns
- Commitment to climate justice and the work of 350.org Australia

Desirable skills and experience:

- Graphic design skills
- Experience with Google Adwords
- Previous experience with a similar role in an organisation like 350.org Australia, such as another small NGO or advocacy organisation.

How to apply:

Please send a 2 page CV, and a 2-3 page cover letter addressing the required skills and experience above to kelly@350.org.au by 9am March 27, 2020.

350.org Australia is an equal opportunity employer, and strongly encourages Aboriginal and Torres Strait Islander people, people with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse backgrounds to apply.

For a confidential conversation regarding this position, please email kelly@350.org.au to set up a call.