



350.org Australia Digital Director - Position Description

About 350.org Australia

350.org is an international movement of ordinary people working to end the age of fossil fuels and build a world of community-led renewable energy for all. 350 is building a future that's just, prosperous, equitable and safe from the effects of climate change.

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

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 Director

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

Salary: 75,000 - 85,000+ per annum excluding superannuation, negotiable dependant on experience

Hours: Full-time (38 hours per week), or 0.8 FTE for the right candidate

Contract period: This is a permanent position

Reporting: The position reports to the CEO

About this Role

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

- Develop 350.org Australia's digital strategy, including for campaigns and fundraising
- Work closely with the campaigns and organising team to develop online campaigns that support building long-term organising power
- Develop compelling online content, including email blasts, web, social media and video content
- 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 Kepla) and provide database management training and support for others on the 350.org Australia team
- Implement and manage digital advertising
- 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.
- Experience developing digital strategy, preferably for both advocacy campaigns and fundraising
- Highly organised, and able to manage multiple projects at once without sacrificing quality
- Proven ability to work independently, as well as in close coordination with a remote team
- Knowledge of and dedication to climate justice

Desirable skills and experience:

- Basic front-end web development skills (HTML, CSS)
- Basic skills in the Adobe Suite (Photoshop, InDesign) and with video editing software
- Experience working with CRMs (e.g. Action Network, ActionKit, Nationbuilder) and managing medium to large supporter databases, as well as generating and analysing reports
- Experience managing a WordPress website, or other content management systems

How to apply

Please send the following to lucy@350.org.au by 5pm November 9th:

- A short writing sample

- A short CV and 1-2 page cover letter, or a video submission explaining why you are applying for this role.

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