



Job Description

Advocacy & Campaigns Coordinator

February 2021

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Position description

Key information

Position	Advocacy & Campaigns Coordinator
Direct reports	Temporary staff and consultants as required
Reports to	Director, Advocacy
FTE	Full time (1.0) or part time considered (permanent role)
Location	Melbourne - other locations and virtual/hybrid work arrangements will be considered
Salary range	\$75,000 - \$84,499 excluding super
Award	Grade 1-4, Coordinator (FYA Salary Framework) (Level 4, PP1)
Additional	Participant in the Democracy in Colour's POC Placement Program

Role summary

You coordinate digital engagement and online actions with young people and youth-led groups to elevate calls for action.

You produce social media content, draft supporter EDMs mobilising young people to take engagement, and drive online actions using tested campaign messaging to build support for youth-led campaigns. Working in your team, you support youth-led movements to leverage moments to strengthen their advocacy on social media.

You're perfect for the role given your hands-on experience as a digital campaigner, and passion for young people driving change on their own terms.

About the Foundation for Young Australians

Today's generation of young Australians are facing unprecedented and intersecting crises. They also have the skills, insight and ambition to address them. At the Foundation for Young Australians, our vision is that young people have the power to beat injustice and transform the future. In pursuit of this vision, our purpose is to back young people with the trust, resources, skills, and connections to make change.

FYA has a new theory of change, dynamic team and board, and a unique resource base. We are now shaping a future-focused organisation committed to the highest standards of professionalism, culture and conditions, diversity, and impact -- all centered around our key constituents: young people.

Our work is guided by a commitment to beating injustice and we strongly encourage applications from Aboriginal or Torres Strait Islander people, young people, people of colour, women, people with disability, people from LGBTIQ+ communities, and more. We acknowledge our sector (philanthropy and nonprofits) has systematically excluded these communities.

What we offer

- **A dynamic workplace.** We are a flexible, values-led and impact-driven workplace that combines the best of in-person connection and virtual efficiency.
- **Generous leave condition and flexible work.** FYA is committed to a flexible workplace, and offers opportunities for part-time work, 12 weeks paid (primary carer) parental leave, paid cultural and ceremonial leave, and paid leave for your birthday.
- **Attractive remuneration.** Our key asset is our team, and we are committed to recruiting and retaining world class leaders in youth engagement and social change. We pay competitively, and also offer salary packaging.
- **Extensive commitment to professional development.**
- **Strategic, skilled and collaborative team.** You will be working closely with the Director, Advocacy (recruiting); Research & Policy Lead, Youth Media Centre Lead; Director, Government Relations (recruiting); and Executive Director, Advocacy.

Working in our Advocacy team

- Our work focuses on **piloting new partnerships and programs with young people** to boost the impact and reach of youth-led campaigns for change.
- We **work collaboratively as a team to identify ways to strengthen young people's voice on key issues**. In addition to specific responsibilities for this role (below), team members are likely to have an issue or priority youth cohort, for which they are FYA's focal point and key strategist.
- We continuously **adopt and improve our peer-based advocacy approach** to build the agency and honor the lived experience of young people, while strengthening their autonomy, skills, well-being and safety.
- We **actively keep abreast of policy developments** in policies that impact young people, and which young people rank as a priority, including decisions by state and federal governments and other institutions.
- Our team **finds linkages between the work of the Advocacy team and other teams** (e.g. helping identify key youth advocates who might benefit from our capacity-building work, or opportunities to support the implementation of digital campaigning and community organising strategies of First Nations led youth campaigns alongside FYA's First Nations team).
- We are committed to **acting in solidarity in campaigns led by people with lived experience as an ally**, including a commitment to First Nations self-determination, anti-racism and respect for lived experience advocacy.

Who we're looking for

- You have **2+ years experience** and are **highly skilled in social change focused digital campaigning**, particularly setting up online actions, analysing digital metrics (e.g. google analytics, tracking engagement rates) and creating viral content across different social media platforms.
- You can build and maintain **strong relationships with youth-led campaigning organisations**.
- You have demonstrated experience in **implementing digital engagement strategies** and **building online support** with young people.
- You have experience working with **affected and diverse communities**
- You know how to **support and share actions from lived experience campaigns** as an ally (e.g. showing solidarity with racial justice campaigning organisations, and creating accessible content for people with disability).
- You are passionate about **social change** demonstrated through professional or voluntary involvement with non-profit causes.
- You know how to use **key workplace tools** such as Google apps, Slack etc.
- Lived experience of being a part of and working with **communities of colour or Aboriginal and Torres Strait Islander communities**.

Specific responsibilities of this role

You will:

- **Grow digital engagement** with a broad community of young people passionate about social change, especially young people facing injustice and structural disadvantage.
- **Develop digital engagement plans** with youth-led groups to strengthen or scale their impact, including expertise in story-based messaging, online actions (e.g. social sharing asks, petitions, surveys, contact your decision-maker forms) and social media engagement with young people.
- **Collect regular data and analytics and evaluate metrics** across FYA platforms and work with FYA's Partnerships and Comms staff to trial new approaches to connect with more supporters (e.g. identify best platforms / messages / times to post), make connections with young people with lived experience of campaign issues (e.g. through targeted advertising), and improve our advocacy (e.g. A/B message testing).
- **Build relationships with young activists** leading and organising on-the-ground and digital campaign activities.
- **Assist young changemakers** who want to build their digital campaigning skills, in partnership with our Capacity Building and Strategic Project teams (e.g. developing digital campaigning resources, ongoing partnerships and group training).

Democracy in Colour's People of Colour Placement Program*

This is a participant role in the Democracy in Colour's People of Colour (POC) Placement Program – a 10 month on-the-job training program for emerging campaigners of colour. This program is about finding emerging campaigners of colour, supporting their talent, and pushing organisations to centre their voices for real, lasting change. The program places emerging leaders in paid traineeships in advocacy NGOs alongside a training and mentoring program run by Democracy in Colour. As part of the program, you will work 4 days per week within the Nature Conservation Council's Communications and Campaigns Teams, and on average 1 day per week participating in training and professional development as part of the POC Placement Program.

***This is a permanent role but the Democracy in Colour's People of Colour Placement Program runs for a 10 month period.**

Additional requirements

- A valid Working with Children Check, or the ability to obtain one, is a requirement of this position.
- Applicants for this role must have a valid, legal right to work in Australia