

# Diaspora Humanitarians: How Australia-based migrants help in crises abroad

**Position Title:** Social Media Manager

**Location:** Remote (Australia-based)

**Position type:** Volunteer – 5 hours per week/Flexible/ 6-month commitment.

**Position reports to:** Project Officer (Diaspora Humanitarians project) for day-to-day responsibilities. RCOA, for volunteering related issues, through Office Manager.

**Start Date:** Immediately

The Refugee Council of Australia (RCOA) on behalf of the “*Diaspora Humanitarians: How Australia-based migrants help in crises abroad*” linkage project team is seeking a social media manager to help create, develop and establish the project online presence through social media platforms, including Facebook, Twitter and LinkedIn.

RCOA is the peak body for organisations who work with and for refugees and people seeking asylum. RCOA conducts research, raises awareness and advocates on national and international issues affecting refugees and people seeking asylum. RCOA is a key partner of the “*Diaspora Humanitarians: How Australia-based migrants help in crises abroad*” linkage project.

## About the *Diaspora Humanitarians* project

Australia is home to many migrant communities (diasporas) that are closely connected to people living in humanitarian crisis hotspots. We know that diaspora communities in Australia do a lot to help their family, friends and communities in times of need, such as during or after conflict or disasters.

*Diaspora Humanitarians* is a collaborative research project that will contribute to how different humanitarian actors (governments, NGOs, the UN) understand, work with and support the contributions of Australia-based migrants who are responding to conflict, disasters and displacement affecting their family, friends and communities in other parts of the world.

The *Diaspora Humanitarians* project brings together different stakeholders - University researchers, diaspora communities in Australia, NGO, UN and government organisations involved in humanitarian responses – as partners in this project.

The project’s key objectives are to:

- Describe and explain where, how and why Australia-based migrants are responding to humanitarian crises overseas.
- Identify what needs to be done to ensure diaspora responses are as effective as possible.
- Support diaspora and mainstream humanitarian organisations to develop tools to improve the effectiveness of humanitarian responses.

This project focuses on communities from Afghanistan, Syria, South Sudan, Myanmar, Indonesia, Nepal, Lebanon, and the Pacific Islands so we can better understand diaspora humanitarianism in different contexts.

## About the role

Over the course of the project life, we will need to disseminate project outputs, reach out to community members, and key stakeholders, promote activities and opportunities to engage. As the Social Media Manager, you will actively build our online presence by helping create the project's media presence, developing our new Twitter, Facebook, and LinkedIn profiles, and interacting with followers.

The Social Media Manager will play a key role to ensure our online presence is well established and capable of reaching out to key stakeholders. Under the supervision of the Project Officer, this role will closely work with the Communication Coordinator to develop and implement an appropriate communication strategy and operational plan.

### **Key responsibilities include:**

- Promote through FB, Twitter and LinkedIn, the social media part of the communications strategy and operational plan for the *Diaspora Humanitarians* project.
- Provide input into the development of the overall Communication strategy and work plans.
- Maintain and update Twitter, Facebook and LinkedIn accounts on a regular basis.
- Assist with other communications duties as determined by the Communication Coordinator and Project Officer.
- Attend fortnightly team meetings as per agreed schedule.

### ***Who are we looking for?***

The Candidate we are seeking is a clever and creative content writer with love for storytelling. You actively Tweet, Facebook and LinkedIn and your online presence is measurable.

You are articulate, organised and a fast learner. You have a keen interest in social media (preferably with relevant professional experience) and possess knowledge and interest in digital social media marketing.

You are an enthusiastic and collaborative person interested to support and improve knowledge of how diaspora communities contribute to international responses to conflict, disasters, and displacement.

### ***Key selection criteria (essential)***

- Outstanding written and verbal communication skills.
- Ability to write short, direct, pertinent content suitable for different social media platforms.
- Ability to communicate effectively and respectfully with people from a diverse range of cultural backgrounds.
- Ability to think creatively, to manage content and to develop strategies for the *Diaspora Humanitarians* social media campaigns
- Strong knowledge and understanding of Facebook, Twitter and LinkedIn, social media analytics and reporting.
- Outstanding organisation skills, ability to take initiative, prioritise and meet deadlines.
- Strong teamwork skills; conscientious and reliable attitude.

## *Desirable criteria*

- Relevant tertiary qualification and/or experience.
- Passion for researching and following information related to diaspora humanitarianism.
- Demonstrated experience using social media for promotional or fundraising campaigns for not-for-profit or business.

## What volunteers gain from their experience with RCOA

- Useful work experience and training with a respected NGO (non-government organisation) that can be added to your resume.
- References for volunteers who successfully complete 6 or 8 months with RCOA.
- A full induction and a supportive and friendly working environment.
- A team to support your volunteering experience.

## How To Apply

To apply for this position, please send us

- Current CV
- Cover letter addressing directly how you fit the key selection criteria
- Two examples of your published work, or few samples of your social media work that represents your application.

Please send your application to Rebecca Langton [manager@refugeecouncil.org.au](mailto:manager@refugeecouncil.org.au)

People of diverse cultural and linguistic backgrounds are encouraged to apply. We welcome applications from refugees and migrants with close personal and cultural connections to diaspora communities.