



Refugee Council
of Australia

POSITION VACANT

MEDIA AND CAMPAIGNS OFFICER

(Maternity leave contract)

Based anywhere in Australia

The Refugee Council of Australia (RCOA), the independent national community voice on refugee issues, is seeking a Media and Campaigns Officer to fill a maternity leave position.

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.

The Media and Campaigns Officer will work with the Director of Strategy, Communications and Fundraising and play a key role in RCOA's small but effective team, promoting awareness of refugee issues and positive policy alternatives to the public through the news media, bulletins, printed material and social media and assisting in writing and editing copy for awareness, advocacy and fundraising campaigns.

The successful applicant will be a motivated and effective communicator with outstanding writing and editing skills, an understanding of refugee issues, relevant qualifications and experience in media, public advocacy and/or marketing. The position is **equivalent to 3 days per week**, which can be worked flexibly throughout the week. The annual package, including base salary, superannuation and leave loading, is **\$80,000 p.a. pro rata**. Fringe benefits arrangements for staff of public benevolent institutions are also available which increase the value of the package.

As an organisation dedicated to enhancing the role of Australia's refugee communities in the national discussion about refugee issues, RCOA strongly encourages applications from people with lived refugee experience and people with close personal and cultural connections to refugee and migrant communities.

RCOA has offices in Sydney and Melbourne but we are all currently working remotely due to the COVID-19 pandemic. We have not renewed the lease on our Melbourne office but will be seeking new premises once we can return to work in person. However, this role can be undertaken remotely from anywhere in Australia and offers a high level of flexibility with working hours and days. Ideally the person would be available to respond to media inquiries as they arise.

The position description and selection criteria are overleaf. Please send your application via email to Rebecca Langton: manager@refugeecouncil.org.au.

The deadline for applications has been extended to midnight AEDT on Sunday 15 November 2020.

MEDIA AND CAMPAIGNS OFFICER

POSITION DESCRIPTION

Public information

- Coordinate the preparation of external communications including bulletins, campaign updates and reports to members, supporters and other contacts.
- Manage RCOA's relationship with the media, draft and distribute media releases, seek opportunities for appropriate media coverage of issues of concern to RCOA, maintain media databases, coordinate requests for information from the media, cultivate media contacts and, where necessary, speak on behalf of the organisation.
- Manage appropriate relationships across the RCOA membership, lead and participate in sector-wide collaboration on media and campaigns.
- Assist RCOA's planning and delivery of campaigns, including Refugee Week and other public facing initiatives.
- Support RCOA's response to public requests for information.

Advocacy

- Assist RCOA in the design, delivery and evaluation of public campaign activities, with a focus on copy writing and media.
- Participate and lead sector collaboration in media for maximum impact.

Fundraising

- Help in copy writing and editing for fundraising campaigns and internal reports and newsletters for donors.
- Manage all copy writing and editing of reports, bulletins, etc for donors and other supporters.

The Media and Campaigns Officer reports to the Director of Strategy, Communications and Fundraising and works, as required, with the CEO and RCOA staff involved in fundraising, policy, community engagement, admin and projects.

SELECTION CRITERIA

Essential

To be successful in this role, you must meet the following selection criteria:

1. Outstanding copy writing and editing skills.
2. Experience in preparing media releases, articles for publication and reports.
3. Experience in media liaison.
4. Strong organisational skills, ability to take initiative, prioritise and meet deadlines and high level of computer literacy.
5. Knowledge of refugee and asylum seeker issues.
6. Excellent communication and interpersonal skills, including the capacity to communicate respectfully with different cultural groups and to work in a team.
7. Relevant tertiary qualifications and/or experience.

Desirable

The following criteria are not essential but desirable:

1. A deep understanding of refugee issues from personal experience and/or from close personal and cultural connections to refugee communities.
2. Knowledge of, and networks with, the Australian media.
3. Ability to use social media and navigate the back end of a website.
4. Experience in planning public events.
5. Experience in effective advocacy and/or marketing campaigns.
6. Experience in writing for fundraising campaigns
7. Experience using CRM database.
8. Experience managing and working with volunteers.

THE APPLICATION PROCESS – ESSENTIAL INFORMATION

If you are applying and want your application to be considered, you must do three things:

1. You must directly address each of the above essential selection criteria, while also responding to any of the desirable selection criteria which are relevant. Applications which fail to address the selection criteria will not be considered.
2. You must include a sample of written material that illustrates your ability to write effectively and concisely. This sample must be original material which has not been edited by others. It does not necessarily need to have been published.
3. You must include a current CV with your application.

Please note that interviews will also include a timed assessment of writing skills, to help us determine how well each applicants meets the first of the essential selection criteria.

VISION, PURPOSE AND AIMS OF REFUGEE COUNCIL OF AUSTRALIA

Vision

To be an effective, respected and representative national voice for humane refugee policies and practices.

Purpose

To work with its members in promoting the development of humane, lawful and constructive policies towards refugees and asylum seekers by Australian and other governments and their communities.

Aims

In order to achieve this purpose, the Council pursues the following aims:

- (a) To act as a unifying organisation and to represent its members.
- (b) To promote the empowerment of refugee communities and individuals in Australia and internationally and support the capacity building of the refugee sector in and beyond Australia.
- (c) To monitor, research and present information on issues relating to the needs and circumstances of refugees and asylum seekers.
- (d) To assist governments and inter-governmental organisations to formulate policy and improve support and services for refugees and asylum seekers.
- (e) To increase public awareness and media sensitivity towards refugees and asylum seekers.

(RCOA Strategic Plan 2016–2021)