

ROAD TO REFUGE



WE ARE LOOKING FOR A SOCIAL MEDIA COORDINATOR

POSITION DETAILS	
Position Title:	Social Media Coordinator
Employment Status:	Volunteer
Commitment:	Available for up to 6 hours/week
Team:	Communications
Reports To:	Communications Team Leader

WHO WE ARE

Road to Refuge is a volunteer-based organisation that seeks to engage the community in values-based conversations around the issues affecting refugees and people seeking asylum in Australia. Road to Refuge is focused on providing a platform for stories of lived experience. These stories are relayed through school and community education programs, public discussions, the creative arts, campaigns and our social media channels.

Our Mission is *to start new discussions with new audiences about people seeking asylum, based on lived experience.*

Our Vision is *a community-owned discourse, built on openness and empathy, which supports and values people seeking asylum.*

HOW WE WORK

Road To Refuge is a collaborative and dynamic organisation. Our model of social change is centred around the diverse voices of those with lived experience seeking asylum or as a refugee. We are all listeners, collaborators and co-creators. As the social and political environment surrounding the refugee debate in Australia changes, so do we. New ideas and creative solutions are everyone's prerogative.

WHERE THE COMMUNICATIONS TEAM FITS IN

Communications is at the heart of everything we do. Changing perspectives is not a matter of bombarding our audiences with statistics and numbers; it happens by reframing their understanding of refugees and what it means to seek asylum, through values and story.

Currently, intense secrecy, coupled with frames of fear and division, have normalised a cruel and dehumanising discourse that masks the realities of our refugee policy. And so our advocacy must begin in language. This is what the communications & marketing team is all about!

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It's the team for storytellers, creatives, social media gurus and bloggers working hard to provide Australian audiences access to the stories of those with lived experience of seeking asylum — in order to bring the human consequences of government policies out from the shadows, and shift the refugee narrative.

The Communications Team takes responsibility for the management and development of our website (www.roadtorefuge.com), our social media platforms, content creation, copywriting, marketing, public relations, and creative forms of campaigning.

POSITION DESCRIPTION

The Social Media Coordinator will play a vital role in managing the social media platforms and the messaging of the organisation. Social media is used to deliver and promote stories of lived experience, elevate the voices of those with refugee backgrounds, provide response to the context around our cause, and promote the initiatives of our organisation and others aligned with our mission.

The Social Media Coordinator must be engaged with the information, news and stories emerging from the sector, news channels and other media. In line with the Road to Refuge messaging, they schedule regular posts to share this information, but also respond to issues as they arise and require action.

The Social Media Coordinator is creative, organised and engaged.

Although they often work independently, the Social Media Coordinator is a communicator and collaborator. They work closely with the Communications Team Leader, liaising regularly about the impact of their communications strategy. The Social Media Coordinator works alongside the Evaluations Team to measure the impact and effectiveness of the Road to Refuge messaging and the reach of our communications channels.

The Social Media Coordinator will also work with the teams across the organisation and with the wider sector. They will participate in working groups to develop project strategies, ideas, and plans, and will oversee the messaging and marketing of initiatives as required. They are expected to maintain regular contact with team members, project partners, sponsors, organisers and participants.

The Social Media Coordinator will also embody the organisation's values of empathy, solidarity, creativity and tenacity.

POSITION RESPONSIBILITIES

- Co-developing and implement social strategy
- Actively participate in meetings with other Team Leaders, Director and Committee as required
- Contribute to the organisation's strategic planning processes
- Engage with the cause and current affairs to ensure that the work of the Communication Team is timely, culturally sensitive and hits the mark
- Develop project plans with the Communications Team. Monitor the development and delivery of these projects. Review and/or redesign projects as required.
- Co-developing event marketing messaging
- Collecting social insights about Road To Refuge's online audience

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POSITION REQUIREMENTS

- Excellent communication skills
- Experience managing a team
- Experience in a volunteer-based team or organisation
- Ability to demonstrate an interest in the Road to Refuge cause and mission
- Knowledge and awareness of sector messaging and Road to Refuge's communication style
- Ability to meet time, training and meeting commitments for a minimum of 12 months
- Understanding of the "Words that Work" messaging research project (preferable)