



Road to Refuge

Media Engagement & Content Creator

Who We Are

Our Mission: We provide campaigning platforms for advocates of refugee backgrounds to transform mainstream discourse.

Our Vision: A mainstream discourse that supports and values people seeking asylum and refugees

Our organisation works in three ways:

Sharing the narrative

Believing every refugee and asylum seeker has the right to share their story, Road to Refuge will promote opportunities that support effective story-telling to a mainstream audience.

Promoting positive change

Recognising that positive social change requires strong and vocal advocates, Road to Refuge will proactively campaign for the inclusion of refugee voices within the mainstream dialogue.

Building momentum

Choosing to amplify other voices, rather than promote our own, Road to Refuge will create a movement of like-minded individuals and organisations to foster positive refugee inclusion.

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!

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 **Media Engagement & Content Creator** role is responsible for working alongside the Communications Team Leader to develop effective & creative media engagement strategies — while writing and preparing releases and content for review & distribution.

The role will primarily focus on our major campaigns for 2018-19, ensuring these have media cut-through and reach, while also creating unique pieces of content that support the campaign objectives.

The role will work alongside the communications team in developing unique communications strategies and key messaging — taking an active role in challenging assumptions, asking strategic questions, and writing compelling copy & content for our campaigns.

Responsibilities

- Creating stories about Road to Refuge supported campaigns to pitch to the media.
- Creating unique content about our campaigns & organisation activities.
- Developing relationships with producers, journalists, and photographers across a broad range of media channels.
- Executing media & content plans for Road to Refuge supported campaigns.
- Working closely with communications team on effectiveness & creativity in all communications strategy and executions.

Requirements

- Available six hours per week
- Beginner knowledge of media strategies & writing press releases.
- Excellent written & copy writing skills.
- Interviewing skills (preferable).
- Cross cultural communication (preferable)
- The ability to work independently and within a team.

All roles at Road to Refuge are designed to be flexible within your prior working/study arrangements.

To apply, please send a one page cover letter and brief CV to info@roadtorefuge.com