



# Road to Refuge

## Social Media Manager

### Who We Are

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**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

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**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](http://www.roadtorefuge.com)), our social media platforms, content creation, copywriting, marketing, public relations, and creative forms of campaigning.



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## Position Description

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**The Social Media Manager** 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.

Although they often work independently, the Social Media Manager 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.

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## Responsibilities

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- Co-develop and implement a social media strategy.
- 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-develop event marketing messaging.
- Collect social insights about Road To Refuge's online audience.

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## Requirements

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- Available six hours per week
- Can write short, sharp copy in a consistent tone of voice
- Ability to manage multiple platforms (Facebook, twitter, instagram)
- Community management skills: responding to our community in a timely and tone appropriate manner.
- Ability to stay on top of latest news and updates.
- Ability to meet time, training and meeting commitments for a minimum of 12 months

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](mailto:info@roadtorefuge.com)