



Road to Refuge

Strategic Communications Advisor

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 **Strategic Communications Advisor** will play a vital role in supporting the Communications Team Leader to make informed, effective and creative strategic decisions.

The role will primarily focus on our major campaigns for 2018-19, ensuring these are in line with best practice values based communication research and effective marketing techniques.

The role will help us translate our theory of change, and campaign objectives, into compelling, measurable and effective strategies – asking the hard questions needed to ensure Strategy will work.

Responsibilities

- Provide strategic communications recommendations to the communications team leader.
- Assist the Communications Team Leader in developing/writing communications platforms, key messaging strategies, comms plans and media engagement strategies.
- Ensure the org is across best practice communication techniques, strategies and theories.
- Actively participate in collaborative meetings with Team.
- Engage with the cause and current affairs to ensure that the work of the Communication Team is timely and culturally sensitive.

Requirements

- Available six hours per week
- Advanced skillset and/or interest in communication strategies.
- Excellent written and verbal copywriting skills.
- Leadership experience.
- Experience in a volunteer-based team or organisation.
- Ability to demonstrate an interest in the Road to Refuge cause and mission.
- Understanding of the “Words that Work” messaging research project (preferable)

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