



Road to Refuge

Web Admin

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 Web Admin is responsible for managing our digital campaigning platforms and online presence. It's a mix of both long term projects (managing the techs and specs of our online storytelling portal) and short term, sometimes rapid response projects (campaigning & fundraising pages).

We know we can't effectively mobilize our supporters or reach new audiences without a strong digital presence — and this role plays a central part in maintaining the quality and creativity of our digital activities. It's a role designed to make Road to Refuge a leading organisation when it comes to digital engagement, while ensuring the norms and status quo of digital design & engagement are constantly being challenged in the name of improving our approach.

It will be a new role for Road to Refuge as we look to revamp our online presence (through blogging and a website rebrand) to ensure maxim impact in 2018. This role requires someone not only skilled, but who wants to leave their mark on one of Australia's fastest growing and most innovative advocacy organisations.

Responsibilities

- Creating, updating, managing different online platforms for both the Road to Refuge brand, and various campaigns we support.
- Working alongside the Communications Team Leader to develop compelling digital strategist for engagement in our platforms.
- Managing and sourcing appropriate digital campaigning platforms for petitions, donations, and other calls to action
- Creating audience journeys through our online platforms.
- Working alongside the broader organisation to design compelling, creative and effective communications tactics and strategies

Requirements

- Available six hours per week
- Knowledge and skills in managing online & digital platforms.
- Intermediate digital design capabilities.
- Ability to work independently and as a team
- Ability to research and adapt our approach & digital platforms as per best and most creative practice.
- Beginner user journey & UX planning ability & knowledge.

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