



diaspora
action
australia

PEACE. DEVELOPMENT.
HUMAN RIGHTS.

Position Title:	Social Media Specialist (Volunteer)
Date Posted:	October 2017
Department:	Communications
Responsible to:	Communications Coordinator
Location:	Level 6, 20 Otter Street (Melbourne Polytechnic building), Collingwood
Start Date:	Immediately
Hours per week:	8 hours per week/Flexible/ 6 month commitment.

Background

Diaspora Action Australia (formerly Humanitarian Crisis Hub) works in Australia with people from countries affected by war and conflict who promote the human rights of people in their countries of origin. We support diaspora community initiatives; provide resources, information and training; facilitate dialogue and shared learning; build networks; and seek to amplify community voices at local, national and international levels. The groups and organisations we support contribute to peacebuilding, raise awareness of human-rights issues, contribute their skills, passion and money to set up vital services such as schools and health centres, and they urge the international community to sit up and take notice of what is happening in war-torn countries. Diaspora Action Australia (DAA) is the only organisation in Australia specifically dedicated to supporting these initiatives.

Diaspora Action Australia was founded in 2008 and is independent of political or religious affiliation. In 2011 we were awarded the ACFID Sir Ron Wilson Human Rights Award for outstanding contribution to human rights in the international development sector, and in 2012 received an Award of Excellence from the Victorian Multicultural Commission.

We are committed to community development principles and a rights-based approach. We are committed to protecting the rights of all children to live safely, free from exploitation and/or abuse, and to keeping children safe and ensuring that our activities and programs do no harm to children, and as such all staff and volunteers are required to sign and comply with our Child Protection policy.

Purpose of Role:

The Social Media Specialist will use Twitter and Facebook to develop the online presence, create a greater online profile, interact with our followers, and enhance the public image of Diaspora Action Australia. This role works within the Communications Team.

Key Responsibilities:

- a) Collaborate in the Social Media team with the current Social Media Specialist to update and implement the social media part of the communications strategy and operational plan including a storytelling component for the use of Twitter, Facebook and Instagram for DAA
- b) Update Twitter, Facebook and Instagram accounts on a daily basis

- c) Attend weekly team meetings and communicate frequently with all DAA members in order to gather internal material suitable for tweeting and posting on FB and Instagram
- d) Attend DAA events and partner events and post live from those events
- e) Research other material suitable for posting/tweeting
- f) Provide support to manage team files, documents and records
- g) Provide input into the development of the overall Communication team's strategy and work plans
- h) Collaborate with other DAA team members as required

Key Selection Criteria:

You are a clever and creative content writer. You actively Blog, Tweet, Facebook and Instagram. Your online presence is measurable. You are articulate, organised and a fast learner. You have a keen interest in social media with relevant professional experience. You have knowledge and interest in digital social media marketing. You have a love for storytelling.

- a) Excellent written and verbal communication skills
- b) A passion for researching and following information related to human rights, international development, armed conflict, civilians affected by conflict, peace building and related fields is essential
- c) Ability to write short, direct, pertinent content suitable for tweeting/posting on FB and on the web site
- d) Ability to think creatively, to manage content and to develop strategies for DAA's social media campaigns
- e) Knowledge and/or experience in communications, especially using FB and Twitter
- f) Experience with Facebook group management; experience with website management desirable (Wordpress)
- g) Strong organizational and efficient multi-tasking skills necessary
- h) Understanding of basic web and social media analytics (Facebook Insights) and reporting, and tools such as Hootsuite
- i) Experience using social media for promotional or fundraising campaigns for not-for-profit or business
- j) Basic graphic design experience and photographic skills
- k) Ability to communicate effectively with people from a diverse range of cultural backgrounds
- l) Strong team work skills; conscientious and reliable attitude
- m) Understanding of and commitment to Diaspora Action Australia's philosophy, principles and objectives

People of diverse cultural and linguistic backgrounds are encouraged to apply. We welcome applications from refugees and migrants from countries experiencing conflict/humanitarian crises, international students, and people with disabilities.

What volunteers gain from their experience with Diaspora Action Australia:

- Useful work experience and training with a respected NGO (non-government organisation) that can be added to your resume
- References for volunteers who successfully complete 6 or 8 months with DAA
- A full induction and a supportive and friendly working environment
- Reimbursement towards travel expenses (i.e. Myki fares)
- Regular team meetings and free workshops according to availability
- A dedicated Volunteer Coordinator to support volunteers
- Plenty of coffee, tea, and biscuits!

Please send a resume, two examples of your published work, and a cover letter addressing the above criteria to humanresources@diasporaaction.org.au.