



<b>Position Title:</b>	Digital Communications Project Coordinator
<b>Reporting to:</b>	Supporter Engagement Director
<b>Team/Department:</b>	Supporter Engagement
<b>Location:</b>	Based in any Action Centre. The role may involve international/ interstate/regional travel as required.
<b>Hours:</b>	75 hours per fortnight
<b>Grade:</b>	Level 6
<b>Effective Date:</b>	TBC

**Position Overview:** The Digital Communications Project Coordinator is responsible for reviewing and designing systems, implementing training, managing resources and working with stakeholders to advance and embed digital communications tools across Amnesty International Australia (AIA).

Working closely with Supporter Engagement managers and staff across AIA, this role will work to improve our website management, including review of content and IA, facilitating CMS and related training, documenting and improving processes, etc. The Digital Communications Project Coordinator will also assist in reviewing and updating our Google Analytics setup to reflect current activities and objectives.

The role will have supervision of staff working in the digital communications space, coordinating the project team's time and resources within specific time constraints.

- Main Responsibilities:**
- End to end management of website transition project including scoping and planning, stakeholder engagement, process design, implementation and evaluation
  - Development of mechanisms and materials for ongoing support of content owners and system users
  - Review AIA website content, design and architecture, and develop updated IA
  - Work with other AIA teams to determine needs, and coordinate content development and technical skills training
  - Review of SEO best-practice across whole site and undertake training of all content owners in SEO best-practice implementation
  - Establish systems for briefing, quoting and approval of website bug fixes and functionality development
  - Google Analytics review and update and training of relevant stakeholders
  - Manage new SEM agency recruitment process in conjunction with Fundraising colleagues
  - Supervise Supporter Engagement staff on project team including providing direction, feedback, coaching and supporting development on a formal and informal basis
  - Facilitate, empower and enable the active participation of rights holders and



supporters in the work of AI Australia

- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Performing the role to a high standard within agreed timelines, and in line with AI Australia's vision
- Other tasks within your skills and competence as required

**Essential Qualifications, Skills and Experience:**

- High level communication and interpersonal skills - EI - (written, face to face, telephone, social media)
- Understanding and experience of developing website information architecture to communicate complex issues and engage site visitors
- Solid understanding of SEM, SEO, UX and Google Analytics best-practice
- Training and presentation skills
- Demonstrated experience in managing projects towards the achievement of agreed outcomes, including with external stakeholders
- Influencing, negotiation and conflict management
- Entrepreneurship and creativity
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

**Key Relationships**

- Supporter Engagement Director
- Brand and Supporter Engagement Projects Lead
- Retention and Supporter Journeys Lead
- Data Insights and Analytics team
- Supporter Engagement Associate (Brand)

**How we work:**

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Supporting the general on-site functioning of the Action Centres
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques



## About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

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### Acceptance

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

