

Recruitment Pack: Digital Marketing Officer

March 2024

The Human Rights Law Centre, a leading national human rights organisation, is seeking a dynamic, motivated Digital Marketing Officer to work in our Engagement Team.

This is a part-time 0.6-0.8 FTE, ongoing position based in Melbourne.

About the Human Rights Law Centre

The Human Rights Law Centre uses strategic legal action, policy solutions and advocacy to support people and communities to eliminate inequality and injustice and build a fairer, more compassionate Australia.

Our vision is an Australia where everyone is free to lead a decent, dignified life; where our laws, policies and institutions promote fairness and equality; and where people and communities have the power to address inequality and injustice and ensure that governments always act in the public interest.

We maximise our impact by working closely with key partners, including community organisations, pro bono law firms and barristers, academics and experts, and international and domestic human rights organisations. We are independent of government and business, with most of our funding coming from donations and philanthropic grants.

The Human Rights Law Centre is a registered charity with offices in Melbourne and Sydney. We are a diverse team with a strong, shared commitment to creating a better, fairer Australia.

The Human Rights Law Centre is an equal opportunity employer and is committed to promoting a diverse and inclusive workforce.

About the Engagement Team

The Engagement Team is responsible for the Human Rights Law Centre's communications, traditional media, social media, fundraising, government relations, marketing and campaigning work. The team works across all impact areas to ensure public communications align with the organisation's strategic objectives, the priorities of each team, and has a consistent tone, voice and narrative.

About this opportunity

As the Digital Marketing Officer you will advance the Human Rights Law Centre's digital supporter engagement and acquisition strategies.

You will work collaboratively with colleagues in the Engagement Team to publish, optimise and analyse innovative digital marketing campaigns. You will assist with the design of a new paid advertising strategy to support the organisation's fundraising and marketing objectives.

The Digital Marketing Officer has e a strong understanding of Google Analytics and be able to clearly identify insights from reporting to help advance our strategic goals.

You will help roll out a new website and SEO strategy for the organisation and will manage website content,improving SEO to increase our reach and improving user experience for our key audiences.

Working closely with the Development Manager the Digital Marketer will improve email marketing automation to improve supporter engagement and acquisition goals.

Full details of this role including selection criteria are set out in the [position description](#).

Benefits of working with the Human Rights Law Centre

The Human Rights Law Centre is an equal opportunity employer and is committed to promoting a diverse and inclusive workforce. We know our team and our work is stronger with a diversity of backgrounds and experience, including lived experience of the issues we work on. Aboriginal and Torres Strait Islander people, people of colour, people from culturally and linguistically diverse and refugee backgrounds, people with diverse religious beliefs, women, LGBTIQ+ people and people with a disability are strongly encouraged to apply.

The position is an ongoing position with a six-month probation period.

The full-time annual salary range for this role is \$84,663 (Level 3) or \$94,233 (Level 4), dependant on your skills and experience. You will be paid pro-rata according to your agreed part-time hours. You will have access to generous salary packaging provisions, 5 weeks annual leave and four days additional wellbeing leave each year.

The tax savings for staff who take full advantage of salary packaging options can significantly increase their take home pay.

The Human Rights Law Centre's Enterprise Agreement also provides paid cultural and ceremonial leave. See further: [Human Rights Law Centre Enterprise Agreement](#).

The Human Rights Law Centre offers flexible working arrangements, opportunities for professional development and mentoring, and a workplace culture that is collaborative, dynamic, values diversity and is committed to learning and looking after each other.

Applications

Applications should be sent by email to Justin Baré, Director, People & Operations at jobs@hrlc.org.au. Applications should comprise:

- a cover letter addressing the key selection criteria (maximum 2 pages); and
- your resume.

Please combine these as a single PDF document, clearly named with your name in the document title.

The closing date for applications is 11.59pm Friday 12 April 2024. Applications will be considered as they are received and the Human Rights Law Centre may elect to interview suitable candidates prior to the closing date for applications.

Applicants must have the right to work in Australia.

Further information

For further information about the Human Rights Law Centre, see www.hrlc.org.au. For further information about this position, email justin.bare@hrlc.org.au.