

Position Description

Communications and Social Media Manager

About the Rights Advocacy Project (RAP)

The Rights Advocacy Project (RAP) is a community of lawyers and activists working to advance human rights and civil liberties in Australia. Our mission is to empower and connect the next generation of human rights advocates by providing them with the knowledge and tools to plan and execute strategic advocacy projects for fairer and more just laws.

RAP connects teams of early-career human rights advocates, known as program advocates, with established human rights advocates in a program where they work on strategic and high impact law reform projects in pursuit of systemic change.

Empowering the next generation

- We provide program advocates with **knowledge and tools** about law reform and campaigning so they can design and deliver projects
- We foster a **community** of human rights advocates

Our projects

- Our work is **focused on solutions and change**
- Our work is **strategic** and targets long-term law reform issues
- Our work **adds value**
- Our work is **rigorous**
- Our work is **clear, persuasive and accessible**

RAP's work is led by a Steering Committee of volunteer members. See the [RAP website](#) for a list of the current Steering Committee members.

About Liberty Victoria

RAP is part of Liberty Victoria, an independent non-government organisation that has a long and proud history of campaigning to defend and extend human rights and civil liberties. The current President of Liberty Victoria is Michael Stanton.

Liberty Victoria supports the RAP program as a means of fostering emerging human rights advocates and engaging younger people in its work.

About the Communications and Social Media Manager

The Communications and Social Media Manager is responsible for managing RAP's online presence across all social media platforms and our website. This will include growing our online presence and improving the quality of our web and social media content.

This role will work closely with the rest of the Steering Committee to discuss content and to design communications strategies for RAP's work and for lending RAP's voice to support other social justice campaigns and causes.

In this role you will work to continuously increase RAP's impact.

The successful candidate will also be a part of our Steering Committee, which oversees program development and strategy.

This is a volunteer position (approximately 2-3 hours per week).

Key responsibilities

- Attend monthly Steering Committee meetings (usually second Thursday of the month) and provide an update on RAP's social media engagement and communications approach for the next month.
- Oversee the development of an initial communications and social media plan to improve RAP's online presence and reach.
- Implement strategies to expand RAP's supporter base.
- Draft and post content for RAP's social media accounts in consultation with the Steering Committee.
- Work closely with other Steering Committee members to provide strategic advice on messaging and communications for projects and events.
- Review RAP's website content and identify opportunities for improvement.

Key selection criteria

The key selection criteria for this role are:

- Passion for social justice and commitment to RAP's mission;
- Experience in social media and communications, via either study or industry experience;
- Effective communication skills;
- Proficiency with technology;
- Ability to think creatively and strategically about making change;
- A high level of autonomy, personal integrity and demonstrated good judgement.
- Able to work in a way that is inclusive, intersectional, and anti-racist.

Experience in human rights, social change movements, journalism, policy, advocacy, campaigning and/or community engagement, or a demonstrated commitment to social justice would be highly regarded.

How to apply

To apply for this position, please submit a current resume and short covering letter outlining your skills and interest in the position.

Applications should be emailed to rap@libertyvictoria.org.au. Applications will be assessed on a rolling basis.

For further information, go to rightsadvocacyproject.org.au or please contact us at rap@libertyvictoria.org.au.

RAP is committed to promoting diversity and inclusion. We encourage people from culturally diverse backgrounds, including Aboriginal and Torres Strait Islander people, to apply for this position. We will make reasonable adjustments where possible for people with disabilities. All applicants will be considered for this role regardless of race, religion, sex, sexual orientation, gender identity or disability status.