



HUMAN RIGHTS  
*in* AUSTRALIA

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## RIGHT NOW MAGAZINE // VOLUNTEER SOCIAL MEDIA MANAGER

### About the role:

Social media plays a key part in Right Now's engagement with the greater community. The **Social Media Manager** will develop a growth strategy for Right Now's social media channels and lead our presence on social media. The **Social Media Manager** is responsible for representing Right Now's brand personality through our social channels, and fostering two-way conversation with our audience online.

Being a volunteer at Right Now is an exciting opportunity to be part of a growing independent media organisation. It is also a chance to connect with likeminded individuals who are passionate about advancing the human rights conversation in Australia.

### Key responsibilities:

- Lead Right Now's social media engagement. This includes regular posting and moderation on our Facebook and Twitter channels, and responding to enquiries
- Manage Right Now's paid social media campaigns and targeted social advertising
- Collaborate with the General Manager and Editor-in-Chief to develop a social media strategy that underpins our growth
- Proactively review analytic insights and translate into actionable tactics
- Use MailChimp to send monthly e-newsletters to Right Now's subscribers
- Moderate Right Now's website comments

### Our ideal candidate is someone who:

- Has demonstrated experience in social media management
- Is knowledgeable about the latest social media trends
- Has experience in Facebook advertising and Google Adwords, or a willingness to learn
- Is self-motivated with an ability to work effectively with minimal supervision
- Has a zeal for accuracy and attention to detail
- Enjoys working in a collaborative team environment
- Is interested in human rights and social justice issues

### Duration and time commitment:

This position requires a minimum 6 month commitment of approximately 5 hours per week.

### About Right Now:

Right Now is a volunteer, not-for-profit media organisation focused on human rights issues in Australia. We are committed to covering human rights issues through accessible, creative and

engaging online, print and radio media. Our work begins with the belief that creating a positive, rights-respecting culture in Australia begins with the flow of information.

Right Now is based in Melbourne, Victoria. This position will require you to attend meetings at the Wheeler Centre, which is wheelchair accessible.

**How to apply:**

Please email a copy of your Cover Letter and CV to Kate Ervin [info@rightnow.org.au](mailto:info@rightnow.org.au)

Applications close COB Monday August 15th.