

ABOUT THE OPPORTUNITY

The Senior Campaigner will lead and effectively project manage the implementation of the existing Raise the Rate for Good campaign strategy at ACOSS. The Raise the Rate For Good campaign is a national campaign aimed at securing a permanent and adequate rate of JobSeeker, Youth Allowance and related payments so that people can cover the basics and rebuild their lives. The campaign strategy spans four pillars, including changing the story about people who are unemployed, mobilising the community to take action, securing the support of key influencers & stakeholders, and persuading key political decision makers to support the campaign.

This position will coordinate a cross-organisational team of communications, campaign, policy and operational staff to drive the campaign forward and ensure it succeeds in its goal to reduce poverty and inequality in Australia.

We know our work is stronger with a diversity of backgrounds and experiences across our team, including lived experience of the issues we work on. People from diverse cultural and socio economic backgrounds including Aboriginal and Torres Strait Islander people, people with disability, people of colour and people from culturally and linguistically diverse backgrounds are strongly encouraged to apply.

The position is a fixed-term contract to 30th of June 2021.

KEY RESPONSIBILITIES:

- Lead and effectively project manage the implementation of the existing campaign strategy across the four pillars (changing the story, community mobilisation, key influencers & stakeholders, and persuading political decision makers).
- Coordinate a cross-organisational campaign team of communications, campaign, policy and operational staff to drive the campaign forward.
- Engage with and coordinate relevant campaign stakeholders, building strong collaborations between diverse organisations, including ACOSS members and others ranging from grassroots community groups to business peaks.
- Manage and implement digital campaign activities, including the campaign social media content calendar, social media engagement, EDM planning and devising key supporter actions, with the support of the Communications Team on content production. The role would also include identifying newsworthy media pitches and working with the Communications Team to achieve strategic coverage.
- Work closely with the Community Organiser to achieve strategic mobilisation outcomes
- Coordinating and tracking political engagement related to the campaign, working closely with the Policy Team
- Produce and effectively distribute engaging campaign resources
- Assist with supervising staff and volunteers.

EXPERIENCE

Essential

- Strong commitment to reducing poverty and inequality, and treating all people with dignity and respect.
- Demonstrated track record in designing, developing, implementing and evaluating campaigns (such as social justice, environmental or political campaigns), including community engagement strategies and digital campaigning.
- Excellent oral and written communication skills including the ability to communicate complex policy issues clearly in a range of contexts. Experience in developing media pitches and producing engaging campaign materials.
- Demonstrated experience in developing, managing and implementing digital campaign strategies, including planning and drafting engaging EDMs and social media content. Experience managing social media platforms day-to-day, including posting and monitoring.

- Outstanding project management skills, with a high level of experience coordinating across teams to ensure activities are completed to deadline.
- Excellent interpersonal skills, with proven track record of working collaboratively internally and externally.
- Demonstrated ability to work in a high-pressure and demanding environment, including a high capacity to respond quickly to campaign opportunities as they arise.

Desirable

Firsthand experience of living on income support or experience of working with people receiving income support. ACOSS strongly encourages people from diverse backgrounds with a range of experience to apply. Understanding of the political and media landscape surrounding social security issues in Australia. Managing external providers, including designers, digital agencies.

Employee Benefits

The Australian Council of Social Service (ACOSS) Collective Agreement 2015 governs salary and conditions of employment. The position is Level 5 of the ACOSS Industrial Agreement 2015. This includes annual indexation, four weeks annual leave plus special bonus leave between Christmas Day and New Year's Day, paid parental leave and family and carers leave entitlements. ACOSS strongly supports flexible work practices and offers flexible work arrangements and flexi time. Standard hours of work are 73.5 per fortnight.

To apply, email your resume and response to the selection criteria to ACOSS Senior Advisor on Social Security Charmaine Crowe (Charmaine@acoss.org.au) ASAP.