

POSITION DESCRIPTION CAMPAIGNER

JOB TITLE:	Campaigner	STATUS:	<ul style="list-style-type: none"> • Permanent • Full-time • 70 hrs/fortnight
REPORTS TO:	Deputy CEO	UNIT:	Campaigns
		SCHADS CLASSIFICATION:	EBA Grade 6
		SALARY	\$77,209 (pro rata)
POSITIONS REPORTING TO CAMPAIGNER		None	
Notes:		Hours worked in accordance with the flexible working hours provisions of the NCOSS EBA, and NCOSS is open to negotiating to configure them to suit the caring or other responsibilities of the employee.	

ORGANISATIONAL CONTEXT:

The NSW Council of Social Service (NCOSS) is a peak body for the not-for-profit community sector in New South Wales. NCOSS provides independent and informed policy advice, and plays a key coordination and leadership role for the sector. We work on behalf of disadvantaged people and communities towards achieving social justice in NSW.

In 2016, the Board of NCOSS adopted new strategic directions aimed at ensuring NCOSS is:

- **An influential voice:** NCOSS is an influential voice for and with people experiencing poverty and inequality in NSW, and the community organisations that work with them
- **A Platform for Possibility:** NCOSS is a place where people and organisations come together to create change, opportunity and knowledge for and with people experiencing poverty and inequality
- **Strong and Connected:** NCOSS has a talented and cohesive team that is resourced to do its work; and connected and responsive to both our members and people experiencing poverty and inequality in NSW.

KEY PURPOSE:

The position leads in the development and implementation of campaigns that move members and stakeholders to action in support of social policy and other objectives.

KEY ACCOUNTABILITIES:

- Lead in the development, planning implementation and management of campaigns on social policy issues as directed by the Deputy CEO
- Identify and analyse campaign issues to ensure that they contribute to NCOSS strategic directions, are widely and deeply felt, and are winnable
- Collaborate and coordinate with policy, media, communications, NCOSS members and other staff and stakeholders to develop and achieve campaign objectives
- Coordinate, collate information, and where required write articles and campaign material for e-bulletins, newsletters and the website and upload as required, in accordance with relevant style guides, templates and approval requirements
- Develop strong and lasting relationships with members and stakeholders that ensure campaign objectives are achieved, now and in the future
- Train, develop, lead and support advocates and activists among NCOSS staff and membership to build the campaigning capacity of the organisation and the sector
- Report to the NCOSS executive on campaign activities and the achievement of campaign objectives
- Contribute to organisational and strategic planning processes, including (but not limited to) policy development processes directly with members, team meetings and other initiatives
- Build a strong and engaged membership that is compelled to act on social and economic policy issues that affect people experiencing poverty and disadvantage in New South Wales
- Maintain databases, web content, social media content and other information systems as required in accordance with relevant guidelines
- Represent NCOSS at external forums as required
- Comply with the NCOSS code of conduct and NCOSS values
- Undertake other duties as required, within the scope of the classification of the role.

SELECTION CRITERIA:

Essential

- Record of success in planning and implementing state-wide and/or national campaigns on issues that affect people experiencing poverty, disadvantage and inequality, including (but not limited to) setting objectives, developing ambitious but realistic plans, coordinating escalating action by stakeholders and activists, face-to-face organising, and reporting on and measuring success
- Excellent communication skills that engage a range of audiences using a variety of media and approaches, including (but not limited to) face-to-face organising and lobbying; social marketing; and web and social media
- Experience building strong and lasting relationships in a membership based organisation that ensure campaign success, grow the overall membership, and deliver sustained improvements in member and stakeholder participation in campaigns
- Demonstrated capacity to collaborate with and coordinate between staff and members working in policy development, service delivery, media and communications, political advocacy and campaigns to ensure campaign success
- A demonstrated commitment to campaigning for social justice

Desirable

- Experience in the management/maintenance of membership databases, websites and social media in a membership based, not-for-profit organization focused on social justice

Signed: _____ (Employee) Date: __/__/__

Signed: _____ (Employer) Date: __/__/__