

## **Save Sorry Business Campaign Coordinator- Identified Position**

### **Position Description**

#### **The Save Sorry Business Campaign**

The Save Sorry Business Campaign was set up to advocate for compensation for First Nations people who lost money as a result of three decades of misleading and deceptive conduct by the Aboriginal Community Benefit Fund (ACBF - later known as Youpla). ACBF recently went into liquidation when a loophole in the law that allowed them to operate was closed. Thousands of First Nations people have collectively lost millions of dollars intended to pay for their funerals and other sorry business expenses.

#### **The Save Sorry Business Coalition**

The Save Sorry Business Coalition consists of 130 organisations who have rallied behind the call for justice for people impacted by the conduct of ACBF and their subsequent collapse. There is a smaller group of key organisations actively planning and steering the campaign including: Mob Strong Debt Help/Financial Rights, Indigenous Consumer Assistance Network, Financial Counselling Australia, Broome Circle, Bush Money Mob, Consumer Action Law Centre, and Choice.

### **General**

The Save Sorry Business Campaign Coordinator ("Campaign Coordinator") will coordinate, lead and promote the Save Sorry Business campaign, ensuring the campaign is well positioned to achieve its mission and objectives.

The Campaign Coordinator will conduct the duties outlined below within the framework of the aims, objectives, policies and procedures of Financial Rights Legal Centre.

Financial Rights works transparently and co-operatively within the Save Sorry Business Coalition.

### **Reporting Relationship**

The Campaign Coordinator reports directly to the Mob Strong Strategy Lead at the Financial rights Legal Centre.

## **DUTIES**

### **Campaign Management**

1. In collaboration with the campaign coalition, review and update the campaign plan ensuring campaign activities are aligned to the campaign's mission and objectives. Co-ordinate the execution of activities against this agreed campaign plan.
2. Organise, develop agendas and chair regular meetings of the key coalition participants and special purpose meetings as required to plan and execute campaign activities effectively.

3. Monitor performance of the campaign activities against the campaign plan, and the decisions of the Coalition. Document learnings and update the campaign plan as appropriate. Provide regular reports and feedback to the campaign coalition and other stakeholders as requested.
4. Ensure the work undertaken by the campaign is First Nations led and directed toward the campaign's objectives and priorities. Support positive collaborative engagement with members of the campaign coalition and inclusive First Nations decision making processes.
5. Develop collaborative information sharing processes amongst the campaign coalition.
6. Ensure the Campaign collects, monitors and analyses information from contacts, meetings and engagements.
7. Ensure collection of case studies of former ACBF/Youpla members are collected and stored for use by the Campaign through liaison with stakeholders.
8. Maintain the campaign budget and ensure all activities fall within the campaign budget. Together with the Mob Strong Strategy Lead develop and provide campaign budget reporting to the coalition.
9. Evaluate the progress of the campaign at key milestones and upon completion in consultation with the Coalition and provide reports to funders as required.

### **Media & Communications**

1. In collaboration with the campaign coalition develop, implement and maintain the campaign communications plan.
2. Co-ordinate the development of media strategies to promote the Campaign and support its advocacy work.
3. Liaise with and provide briefings to the media, including drafting media releases, and, where appropriate, act as media spokesperson, or as media liaison, for the Campaign's key issues.
4. Update and maintain media list, act as first point of contact for media enquiries.
5. Support coalition members (and clients) to undertake media interviews and other public commentary.
6. Develop and maintain campaign resources including website and social media content, media releases, opinion pieces, media speaking points for coalition members, publicity material, information flyers, factsheets and other materials as appropriate.
7. In conjunction with other consumer advocacy organisations, develop and coordinate communications with coalition members, other stakeholders and affected communities as the campaign progresses, including but not limited to legislative changes, government programs, regulator activity, and other relevant matters.

### **Policy Development and Advocacy**

1. In conjunction with the campaign coalition, identify strategic opportunities for policy influence; respond in an appropriate and timely way; encourage a First Nations led consultative processes for all campaign work, direct lobbying and other strategies.

2. Support the campaign coalition to develop policy positions and responses to external proposals and developments (whether by government, industry or other stakeholders); and to maintain consistent messaging and responses.
3. Write and/or assist with the sub-editing of submissions, reports, and other written materials related to policy work of the campaign as required by the coalition.

#### **External Relationships**

1. Encourage the development of strategic alliances and collaborative work with other key external stakeholders in pursuing the Campaign's objectives.
2. Promote the Campaign to external bodies as appropriate.

END