Position Description

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| Position | Campaigns and Advocacy Advisor |
| Reports to (position title) | Director of Policy and Campaigns |
| Purpose: | This role will support the design and implementation of campaign strategy, working with staff across the organisation as well as external stakeholders to build and execute campaigns that delivery policy change. |
| Direct reports: | 0 |
| Scope | Will support the coordination of 3-5 campaigns per annum and support interaction with stakeholders at state and national level. Within Consumer Action, this position works closely with other policy and campaign team members, financial counsellors, our legal practice and service development and partnerships team. Externally, this position represents Consumer Action in collaboration with other consumer advocacy organisations, community legal centres and financial counselling services with an interest in consumer advocacy. |

**Organisation chart:**

**Key Accountabilities/Responsibilities:**

* Supports the Director and Policy Officers to plan and deliver Consumer Action campaigns that advance the interest of people experiencing vulnerability and disadvantage, with a particular focus on public engagement events and publicity initiatives.
* Provides specialist advice on government relations and events to the Policy and Campaigns Team, including at times, the Director P&C and CEO.
* Track legislation, relevant Parliamentary Committees, Government announcements and Hansard to identify advocacy threats and opportunities and keep P&C team updated on political and legislative developments relevant to our work.
* Schedule meetings with parliamentarians and government departments, including drafting meeting planners, managing diaries and follow-ups.
* Develop and maintain an advocacy database, tracking engagements and engaging in monitoring and evaluation processes to assess our impact.
* Support the development of a best practice approach to government relations for Consumer Action, including monitoring and providing advice on political advocacy regulatory requirements.
* Works closely with the Policy Officers and the Media & Communications Manager to develop and implement strategy, messaging and content that aligns with campaigns and policy priorities.
* Works directly with people, including Consumer Action clients, to encourage, coordinate and support their involvement in campaign and media activities.
* Supports the policy and campaign team to establishes and maintain relationships with influential stakeholders who can assist in the achievement of Consumer Action’s advocacy goals and manages stakeholder relationships in the planning and implementation of campaign activities.
* Leads and conducts stakeholder analysis for each campaign.
* Prepares campaign materials, including briefs, reports, articles, submissions, parliamentary correspondence and other materials appropriate to Consumer Action’s key stakeholders and audiences, as required.
* Contributes to developing team and organisational goals as part of annual and project planning processes.

**Qualifications/Experience/Specialist skills:**

* A tertiary degree in a relevant discipline such as Communications, Government Relations, Politics, Community Organising or similar, and/or demonstrated experience and theoretical knowledge of social change campaigning.
* Experience in stakeholder management and advocacy at the national and state levels, a demonstrable understanding of political processes and well-developed influencing skills.
* Experience in designing, developing, and implementing projects, activities and events across multi-disciplinary teams and with partner organisations, with attention to detail, timelines and cost restraints.
* Experience in monitoring and evaluating outcomes against objectives and responding to dynamic social and political environments.
* Plain English writing: the ability to turn complex law reform arguments into succinct engaging content.
* Demonstrated specialist writing, editing and communication skills.
* An ability to frame campaign messages appropriate to the social and political landscape.
* A commitment to advancing the public interest and social justice.

**Competencies**

* Able to support the team to identify campaign and advocacy opportunities based on the Centre’s casework experience and understanding of the relationship between client advocacy and systemic advocacy.
* Communicates in a clear and interesting way, with an understanding of the target audience and the objectives of the communication.
* Works effectively with high degree of autonomy and accountability, and can demonstrate flexibility, initiative and creativity, sound time management and ability to deal with competing priorities under pressure.
* Cooperates and works well with others, shows consideration, concern and respect for others’ feelings and ideas, accommodates and works well with the different working styles of others, and treats all people with dignity and respect.
* High level of cultural competency and values diversity and inclusion to support a culturally and psychologically safe workplace.