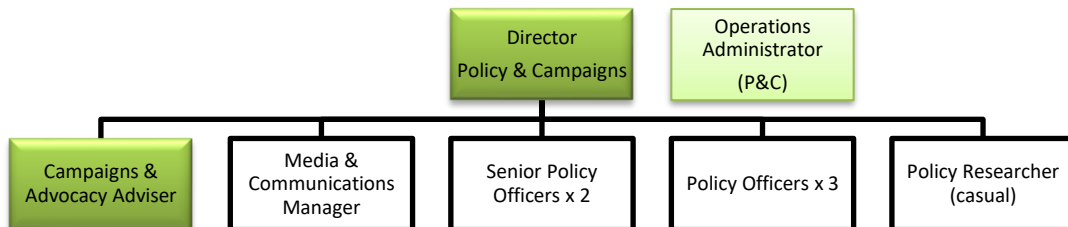


Position Description

Position	<i>Campaigns & Advocacy Adviser</i>
Reports to	<i>Director Policy and Campaigns</i>
Direct reports	<i>o</i>
Indirect reports	<i>o</i>
Scope	<i>Coordination of 3-5 campaigns and events per annum Coordination of 4-6 parliamentary mailouts per annum Interaction with stakeholders at state and national level Within Consumer Action, this position works closely with other team members, financial counsellors and solicitors. 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.</i>

POSITION PURPOSE

The Campaigns & Advocacy Adviser, as a member of the Policy and Campaigns team, develops and executes campaign plans and strategies to assist Consumer Action in its work to achieve social change in legislation, policy, regulatory practices and industry practices to further Consumer Action's mission of making life easier for people experiencing vulnerability and disadvantage in Australia.



KEY RESPONSIBILITIES

- Co-ordinates the development, planning and delivery of 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 CEO, Director P&C and team members:
 - Track legislation, 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;
 - Co-ordinate 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;
 - Build best practice approach to government relations for Consumer Action, including monitoring and advising on political advocacy regulatory requirements.
- Works closely with 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;
- Establishes and maintains 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;
- Works collaboratively with and advises the Policy team to ensure effective promotion of Consumer Action's policy work, and where appropriate acts as a media spokesperson;
- Cooperates with and supports the work of other advocacy organisations where this assists us to achieve good outcomes consistent with our mission and builds capacity in the sector;
- Prepares campaign materials, including briefs, reports, articles, submissions, parliamentary correspondence and other materials appropriate to Consumer Action's key stakeholders and audiences;
- Contributes to developing team and organisational goals as part of annual and project planning processes.

QUALIFICATIONS, EXPERIENCE AND RELEVANT 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 a national level, 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 judicial and legislative 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 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;
- Confidently undertakes public speaking and represents the organisation through public consultation and media avenues, and effectively uses online and other forms of public engagement;
- 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.