



AUSTRALIAN PARENTS FOR CLIMATE ACTION

POSITION DESCRIPTION - CAMPAIGN MANAGER

- **Are you experienced in developing media moments and engaging activities to engage supporters and influence target audiences?**
- **Are you keen to build the public support needed to secure a safe climate?**
- **Would you love to work with a leading climate advocacy organisation?**

Australian Parents for Climate Action (AP4CA) is Australia's leading voice for parents and carers on climate change. We empower and mobilise parents to advocate for Australian governments to implement the solutions required to ensure a safe climate so that our children can live safe, healthy, full lives. We are a rapidly-developing organisation with OVER 100 passionate and engaged volunteers and 17,000 supporters online and in 30 local groups nationwide. We take a non-partisan, family-friendly, relationship-building approach in order to engage those not currently active on climate issues.

Position Details

Position title:	Campaign Manager
Employment type:	Fixed term
Reports to:	Chief Executive Officer
Location:	Remote (with occasional in-person events)
Time commitment:	Full time or part time
Salary:	\$85,000 pro rata + super
Duration:	6 months (with possible extension pending further funding)
Start date:	1 November 2022 (or later if needed for the right candidate)

About this Position

As the Campaign Manager, you will play a key role in building a powerful movement of climate-active parents, and in producing campaign strategies and tactics to influence political representatives to protect our children's futures.

You'll lead on writing and producing campaign strategies, tactics and communications across a variety of platforms to support our campaigns. You will support and develop strategic volunteer capacity to constructively engage with political processes and representatives. And you will steward thousands of supporters across the country to realise their potential for positive change through our campaigns. This role will draw on a range of skills including campaign strategy and tactics, political advocacy, grassroots organising and management of relationships with allies and campaign targets.

You will take on one of our three key management roles, working closely with the CEO and National Community Organiser, as well as our highly valued volunteer team. We are a small, collaborative team who support each other to develop and succeed.

Our team is spread nationwide and communicates via Zoom, Slack, Google Docs, email and phone. You'll work remotely from your own office or home, and will be responsible for expenses related to your office and internet requirements.

Roles and Responsibilities

Leadership

- Promoting a constructive, inclusive, solutions-oriented, and non-partisan movement culture in your work, our team, and in our community of supporters online and offline
- Representing AP4CA as a positive and collaborative player to internal and external stakeholders, including board directors, volunteers, supporters and the general public
- Building relationships with other organisations working towards similar goals

Management

- Contributing to the management of AP4CA, particularly with respect to communications and campaigns
- Developing and monitoring key metrics and results to inform campaign decisions
- Developing guidance and managing volunteers, as required

Campaign planning, logistics and delivery

- Work with staff and volunteers to develop and execute campaign strategies, including the deployment of campaign tactics and the revision of strategy when needed
- Developing methodology and evidence for how to engage our target audience of climate-concerned but not yet engaged parents
- Overseeing and delivering a media strategy, including preparing media releases, developing spokespeople, and delivering media liaison with our media partners.
- Contributing to the development of campaign narratives and key messages
- Developing and implementing a range of digital tactics, including petitions, social media campaigns, emails to politicians, and small donor fundraising
- Writing persuasive communications for targeting parents who are climate-concerned but not yet engaged for media, social media, supporter emails and our website

Reporting

- Producing a monthly report on the activities, metrics and relative successes of campaign activities to increase our reach and engagement

Essential knowledge and skills

1. You're a **strategic thinker**. You can come up with solutions to challenges and stay focussed on reaching goals. You're committed to the outcome and remain flexible on finding the best process.
2. You have excellent **written and verbal communication**, negotiation, and analytical skills. You can digest various points of information to produce clear briefings for others.
3. You can be **persuasive**. You feel confident asking people to join a cause and can support people to move beyond their comfort zone. You have high emotional intelligence and empathy and know when to push, and when to move on.
4. You are **organised and efficient**, with experience working in environments with lots of moving pieces and can calmly and efficiently get things done. Even when the task feels overwhelming, you can break it down into pieces and find a way forward. You meet deadlines and solve problems when they arise.
5. You're a '**people person**' with a genuine passion for building relationships with new people. You are comfortable engaging with new people face to face (when possible!), over the phone and via email. You're able to coach and support volunteers to do hard things, because they know you genuinely care about them and will help them succeed.
6. You are **resilient** and if someone says 'no' or disagrees with you, you don't take it personally but can bounce back and move onto the next call. While tackling climate change is a huge task, you are optimistic that it can be done.
7. You are **tech-savvy**. With experience working with databases or CRMs (we use NationBuilder).

Bonus points for:

1. A passion for climate justice and public participation in supporting positive solutions.
2. A strong understanding of the everyday experience of parents, their time pressures and looking after children of different ages.
3. A team player who is always endeavouring to be a positive force within an inclusive workplace environment.
4. Being a politics nerd, or experience working in the media industry.

AP4CA does not discriminate on the basis of sex, age, race, religion, sexual orientation, gender identity or disability.

How to apply:

If this role speaks to you, you could be the perfect person for the job. Formal education, qualifications and extensive experience matter less to us than excellence, initiative and drive. **Please send a brief note (less than 200 words) covering your suitability for the role along with your CV to info@ap4ca.org with the subject line: "Community Organiser Application"**.