

FAIR AGENDA

We're looking for a Senior Campaigner or Campaign Manager!

Fair Agenda is a community of 37,000 Australians campaigning to win changes that bring us closer to a fair and equal future for women.

We are seeking an experienced and driven campaigner to join our team as either a Senior Campaigner or Campaign Manager.

The successful applicant will have the opportunity to be involved in driving campaigns, mobilising tens of thousands of Australians for women's rights, and persuading political, corporate and community decision makers to put fair on the agenda.

They will join a small but mighty team, and drive campaigning in a nimble and impact-focused organization. They will work across a range of issues, including: addressing gendered violence, reducing women's economic inequality, improving women's representation and defending reproductive rights.

About Fair Agenda

Fair Agenda's staff team supports our 37,000 members to strategically mobilise on issues that matter to them.

We leverage rapid online, social and media campaigning tactics to put issues affecting women on the agenda for decision-makers. And work in partnership with service providers, policy experts, and people with lived experience to change the policies that change women's lives.

Since launching our first campaign almost 5 years ago the Fair Agenda community has helped win important change for women, including:

- Helping to secure an additional \$150 million of federal funding to improve responses to family and domestic violence,
- Blocking cuts to working parents' time to care for their newborns that would have hurt 79,000 working families a year,
- Working with partner organisations and survivor advocates to help stop \$34 million of scheduled cuts to Community legal Centres, which would have hurt tens of thousands of women affected by family violence,
- Securing \$4 million of additional funding for domestic violence hotline 1800 RESPECT to ensure thousands of women's calls weren't left unanswered, and
- Helping to decriminalise abortion in Queensland.

Plus much more.

About the role: Senior Campaigner

A Senior Campaigner will deliver tactics to mobilise tens of thousands of Australians, and persuade political, corporate and community decision makers to put fair on their agenda.

They will work closely with the Executive Director to drive campaigns and innovate tactics to influence change.

Specifically, a Senior Campaigner will be responsible for:

- Developing and delivering tactics to win campaigns on issues affecting women,
- Writing and editing action emails to Fair Agenda members,
- Developing video and visual content to engage members with campaigns,
- Supporting and training Fair Agenda members to participate in or lead campaign activities,
- Writing press releases and organising media actions,
- Developing and delivering tactics for member fundraising, including planning and running events, and writing fundraising emails,
- Driving rapid response campaign actions when issues make the headlines,
- Driving an area of work (such as fundraising, member growth, event organisation, or membership management), and
- Other ad hoc activities as discussed with the Executive Director.

As the Senior Campaigner your day might involve things like:

- Writing an email to tens of thousands of Fair Agenda members, to engage them to take a campaign action,
- Scripting and recording a video to explain a campaign issue on Facebook,
- Working with the Executive Director or Campaign Manager to plan tactics on a major campaign,
- Delivering a skype training to Fair Agenda members to prepare them for a meeting with a decision-maker, or
- Analysing data about member actions, to understand how to better engage members of the Fair Agenda community.

Skills and experiences you'll need to bring as a Senior Campaigner

The key skills and experience required for this role are:

- Excellent copy writing and communication skills, with a proven capacity to write in campaign email formats,
- Experience developing and delivering campaign tactics,
- An understanding of campaign strategy, and experience working on community driven campaigns,
- Attention to detail,
- Comfort in fast-moving work environments,
- A can do attitude, ability to learn new skills and adapt to new contexts quickly,
- The ability to flourish in a self-directed work environment, and
- A dedication to building a fair and equal future for women.

Additional skills and experiences considered valuable:

- Understanding of and/or training in anti-oppression,
- Experience producing videos or visual campaign assets,
- Proven ability to drive impact through previous campaigns,
- Experience maintaining or growing an online membership,
- Experience using Nationbuilder to deliver communications, create webpages and manage members,
- Proven ability to achieve fundraising results through online and/or major donor relationships,
- Proven ability to secure media coverage,
- Experience managing digital advertising campaigns,
- Proven ability to maintain productive working relationships with partner organisations,
- Experience managing brand and campaign risks, and/or
- Experience engaging productively with decision-makers from across the political spectrum.

About the role: Campaign Manager

A Campaign Manager will develop and drive strategies on new and existing Fair Agenda campaigns. They will be responsible for managing some campaigns from start to finish; and will deliver tactics to mobilise tens of thousands of Australians, and persuade political, corporate and community decision makers to put fair on their agenda.

The Campaign Manager will work closely with the Executive Director and partner organisations to shape campaigns and innovate tactics to influence change.

Specifically, the Campaign Manager will be responsible for:

- Developing campaign strategies and theories of change,
- Managing the planning and delivery of campaigns that improve the lives of women,
- Developing and delivering a broad range of tactics to win campaigns,
- Maintaining stakeholder relationships,
- Writing and editing action emails to Fair Agenda members,
- Developing media strategies, writing press releases, pitching stories and organising media actions, including acting as a media spokesperson,
- Identifying rapid response campaign opportunities and developing and executing rapid response campaigns,
- Developing video and visual content to engage members with campaigns,
- Supporting and training Fair Agenda members to participate in or lead campaign activities,
- Testing new approaches to grow the impact and size of the Fair Agenda community,
- Developing and delivering tactics for member fundraising,
- Other ad hoc activities as discussed with the Executive Director.

Beyond the responsibility for identifying, running and winning campaigns, a Campaign Manager will also have the opportunity to take an active leadership role in the development of areas of organisational strategy, and to drive Fair Agenda's success in one or more other areas, which could include: member engagement, member fundraising, narrative shifting, traditional media coverage, or member development and leadership.

As the Campaign Manager your day might involve things like:

- Working alongside the Executive Director and partners on strategy for a major campaign to change Government policy,
- Developing a campaign strategy to convince a company to change its practice,
- Running a rally outside parliament to show support for a particular piece of legislation coming up for vote,
- Deep diving on data analysis to understand opportunities to improve Fair Agenda's performance in different areas, and making recommendations for changes,
- Writing and editing action emails to Fair Agenda members,
- Developing and delivering a plan to secure media coverage around your campaign issue, or
- Managing the scripting and recording of a video to promote a current campaign.

Skills and experiences you'll need to bring as a Campaign Manager

The key skills and experience for this role are:

- Experience developing and delivering a variety of campaign strategies and tactics,
- Experience working across a number of campaigns, and working to influence multiple decision-makers,
- Experience managing the development and delivery of a broad range of campaign tactics,
- Ability to drive a campaign end to end,
- Proven ability to have impact through previous campaigning,
- Excellent copy writing and communication skills, with a proven capacity to write in campaign email formats efficiently,
- Comfort in fast-moving work environments,
- A can do attitude and the ability to learn new skills and adapt to new contexts quickly,
- Attention to detail,
- A strong drive and ability to flourish in a self-directed work environment,
- A dedication to building a fair and equal future for women.

Additional skills and experiences considered valuable:

- Understanding of and/or training in anti-oppression,
- Experience using Nationbuilder to deliver communications, create webpages and manage members,
- Experience creating videos or visual campaign assets,
- People management experience (volunteer or staff),
- Experience working productively with decision-makers from across the political spectrum,
- Proven ability to secure media coverage,
- Proven ability to achieve fundraising results through online and/or major donor relationships,
- Experience maintaining or growing an online membership,
- Proven ability to maintain productive working relationships with partner organisations,
- Experience managing brand and campaign risks,
- Experience campaigning in an election context, and/or
- Experience managing an area of an organisation's work.

Working with Fair Agenda

As an organisation, Fair Agenda works to live up to these values:

- Making sure our work is impact focused
- Being intersectional in our approach
- Being collaborative wherever possible, and
- Standing with, not speaking for.

As a team, our cultural principles are:

- We value our people, and recognise that people have lives beyond work (and that those lives sometimes throw us curve balls),
- We celebrate success (with cake!),
- We value constructive feedback, to make sure we're having the greatest impact possible, and
- We're willing to try new things, and recognise that not all of them will succeed – and believe in “failing fast”.

While Fair Agenda itself is a very small team (the successful applicant will be the third full time staff member), we're part of a broader community in Progress Central, where we share office space and community with dozens of campaigners working on social and environmental justice issues. On sunny days we take lunch in a park down the road, and often have after work drinks at the office.

Further information

Both roles are available on a 0.8FTE – 1.0 FTE basis. Flexible working conditions are negotiable.

The work will commence from a negotiable start date in early April, on an initial 6 month contract, with a possibility of extension.

The indicative salary ranges for these roles are:

- Senior Campaigner: \$60,000 - \$66,000 pro rata per annum (plus super).
- Campaign Manager: \$70,000 - \$76,000 pro rata per annum (plus super).

Please note that we are unfortunately only able to hire one person at this time. The role offered will be on the basis of relevant experience, and final position details and salary will be negotiated with the successful candidate.

There is a preference for the successful applicant to be located from Fair Agenda's office space in Melbourne, but applications from people willing to work remotely from other locations will also be considered.

We note that Fair Agenda recognises that issues of gender inequality disproportionately affect people who are also marginalised for other reasons – including Aboriginal and Torres Strait Islander people, people of colour, people from working class backgrounds, and LGBTQI people. We encourage people who are members of these and other marginalised communities to apply for these roles.

To express interest

To express interest in this role, please send:

- A cover letter outlining your relevant experience, the role you are interested in, and whether you are open to being considered for the other,
- An example of a campaign email (or other piece of communications material) you have written,
- A very brief summary of your impact through previous campaigns (less than one page), and
- A copy of your resume

To Fair Agenda's Executive Director Renee Carr via info@fairagenda.org.

Expressions of interest will close at **Midnight Tuesday 19th March 2019**.

Shortlisted candidates will be asked to complete a practical task as the next step in the process. We anticipate this will be between the 20th and 24th of March.

We anticipate the final candidates will be invited to interview between Monday 25th and Wednesday 27th March.