

Campaign Manager (WA)

The Position

The Campaign Manager role leads the planning and oversees the development and implementation of the Wilderness Society's campaign strategy in Western Australia (WA). The Campaign Manager plays a crucial role in ensuring the effective operation of the Wilderness Society WA office and campaign and organising team to deliver the organisation's campaign agenda in WA, including campaign budgeting procedures.

The role requires the Campaign Manager to work in close collaboration with the National Campaign Director and partners with national campaigners and organisers as appropriate. This position will also undertake high level collaboration across diverse communities and environmental groups, and manage the performance of a small team of staff and volunteers.

Our Purpose

Protecting, promoting and restoring wilderness and natural processes across Australia for the survival and ongoing evolution of life on Earth.

Our Values

- Passion for our purpose
- The power of people to make change
- Organisational independence and integrity
- Compassion
- Commitment to success in protecting the environment

Employer	The Wilderness Society (TWS) WA Inc.		
Location	Perth	Level	5
Tenure	Fixed Term - 3 Years	Hours	Part Time - 67.5 Fortnightly
Reports to	The Committee of Management TWS WA	Roles reporting to	1x Administration Support Officer (FTE 0.4) 1x Community Organiser (FTE 0.8)



Responsibilities

Key Responsibilities

Strategy, Planning & Implementation

- Development and implementation of the WA campaign strategy in collaboration with staff from other Wilderness Society entities for the delivery of shared campaign & organising objectives.
- Conduct research and analysis to inform campaign planning, including science, policy and business analysis.
- Monitor and evaluate all campaigning activities and report on campaign strategy, approach, implementation and progress, including regular updates to internal and external stakeholders.
- Support the Movement for Life organising program.
- Maintain oversight and management of campaign, organising and office budget expenditure.
- Modify plans and policies to maximise the benefits or minimise the impacts of anticipated changes.

Campaigning, Collaboration & Media/Communications

- Work in close collaboration with the National Campaign Director, and other national campaigners to implement national campaign strategies.
- Participate as a key member of the Wilderness Society Ltd campaign team meetings to collaborate on strategic planning and campaign development where required.
- Work collaboratively with Wilderness Society Ltd to develop and deliver communication material and financial leads from inspiring campaign activities and outcomes, including provision of expert and technical advice regarding campaigns.
- Lead media engagement for state and national campaigns as appropriate.
- Ongoing monitoring and analysis of the target audiences, associated key messages and the effectiveness of campaigns and programs and adapt strategies and systems.
- Conduct analysis and research to inform campaign planning, including science, policy and business.
- Lead political lobbying efforts.
- Develop risk management plans and associated mitigation strategies for implementation in relation to campaigning.
- Lead campaign alliance building and networking.
- Lead corporate, business and industry engagement efforts and strategy in conjunction with the national team.

Centre Management, People & Development (HR) & Organisational Culture

- Attract, recruit, manage, mentor and train staff to support existing and future campaigns
- Lead and manage state-based campaign and organising staff, including development of work plans, training, mentoring and performance management
- Demonstrate and reinforce values and behaviours that inspire commitment and action for shared strategic objectives.
- Proactively lead and maintain an organisational culture of trust and transparency within TWS teams.
- Participate and work collaboratively with the WA team to implement the strategic plan and campaign & organising action plans.
- Foster an organisational culture of trust and openness through effective participation. Participate in regular National Campaign & Organising Team meetings.
- Actively seek opportunities to innovate or improve, centre operations, campaign strategy and



teams effectiveness

- Actively seek opportunities for growth of fundraising programs, including new revenue streams to fund TWS WA campaigns.

WH&S, Compliance & General

- Compliance with Workplace Health, Safety and Wellbeing policies, procedures and legislation at all times.
- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Ensure consistent application of the Wilderness Society policies and procedures at a state-based level
- Adhere to the Wilderness Society's Privacy of Information Policy and Procedure at all times.
- Other ad hoc activities as required the Committee of Management WA

Knowledge and Skills (selection criteria)

Essential	Desirable
<ul style="list-style-type: none">• Commitment to The Wilderness Society's purpose, vision and values and a commitment to success in the protection of the natural environment.• High level experience in team leadership and strong people management skills - including team building, mentoring, and conflict resolution.• Demonstrated experience in campaigning roles, including campaign strategy and planning, media coverage, political lobbying, research and analysis.• Strong literacy and communication skills, including excellent written and verbal communication skills, interpersonal skills.• Experience in producing campaign/communications materials and strong proficiency in communicating technical information to a range of stakeholders.• Strategic and innovative approaches to problem solving.• High level experience in networking, alliance building, advocacy and negotiation, including the guidelines relevant to respective state-based conservation sectors• An understanding of the state and national political environment, electoral politics and conservation issues.• Ability to manage multiple projects and deadlines and work well under pressure.• Self-motivated, with demonstrated ability to work autonomously, and be responsible for own tasks and activities.• Ability to balance a demanding workload, and to adapt and work in a fast-paced environment, including having the skills to problem-solve in frequently changing situations.	<ul style="list-style-type: none">• A Bachelor's degree in environmental, social science, politics or relevant field.• A proven commitment to and understanding of the not-for-profit sector• Experience in non-violent direct action and consensus techniques.• Previous project management experience.• Experience working with a voluntary board or management committee.• Competence in finance and budget structures.