



We're looking for a Senior Campaigner to join the Fair Agenda team!

About Fair Agenda

Fair Agenda's staff team supports our 38,000 members to strategically mobilise on issues in key moments to win changes that bring us closer to a fair and equal future.

We leverage online, social and media campaigning tactics to put issues affecting women on the agenda for decision-makers; working 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 in 2014 the Fair Agenda community has helped drive change on a national scale, including:

- Helping to secure an additional \$150 million of federal funding to improve responses to family and domestic violence,
- Helping to decriminalise abortion in Queensland and New South Wales,
- Blocking cuts to working parents' time to care for their newborns that would have hurt 79,000 families every 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, and
- Securing \$4 million of additional funding for domestic violence hotline 1800 RESPECT to ensure thousands of women's calls weren't left unanswered.

Plus much more.

About the role: Senior Campaigner

The Senior Campaigner will drive the development and delivery of campaign tactics to mobilise tens of thousands of Australians, in order to persuade political, corporate and community decision makers to make more just decisions.

They will join a small but mighty team, jointly driving campaigning in a nimble and impact-focused organisation. They will work across a range of issues, including: addressing gendered violence, fighting for reproductive justice, and advocating for financial security.

They will work closely with the Executive Director and contribute to campaign strategy as well as the development of areas of work.

Specifically, a Senior Campaigner will be responsible for:

- Planning, developing and delivering tactics to win campaigns,
- Writing and editing action emails to Fair Agenda members,
- Supporting and training Fair Agenda members to participate in or lead campaign activities,
- Delivering rapid response campaign actions when issues make the headlines,
- Driving an area of work (such as social media, member onboarding, or message development),
- Developing video and visual content to engage members with campaigns,
- Writing press releases and organising media actions,
- Developing and delivering tactics for member fundraising, including writing fundraising emails,
- Developing and delivering activities to achieve organisational objectives,
- Analysing data and testing approaches to improve the reach and impact of campaign content, 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 engage tens of thousands of Fair Agenda members with a campaign,
- Working with the Executive Director to plan next steps on a major campaign,
- Delivering a skype training to Fair Agenda members to prepare them for a meeting with a decision-maker,
- Scripting and recording a video to explain a campaign issue to supporters on social media,
- Analysing data about member actions or communications content, to understand how to better engage members of the Fair Agenda community.

Skills and experience you'll need 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 what influences decision-makers,
- Experience with community driven campaigns,
- A can do attitude, ability to learn new skills and adapt to new contexts quickly,
- The ability to implement feedback, and identify areas for growth and professional development,
- The ability to problem-solve and flourish in a self-directed work environment,
- Comfort in fast-moving work environments,
- Attention to detail,
- An understanding of the intersecting nature of oppressions, and how they relate to women's rights issues, and
- A dedication to fighting for justice and equality.

Additional skills and experiences considered valuable:

- Training in anti-oppression,
- Familiarity with issues related to gendered violence, reproductive justice, economic inequality, and/or other issues of gender inequality,
- Experience producing videos or visual campaign assets,
- Proven ability to drive impact through previous campaigns,
- Experience engaging and mobilising an online membership,
- Experience using Nationbuilder to deliver communications, create webpages and manage members,
- Proven ability to achieve fundraising results,
- 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.

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, and see it as an opportunity 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 – but we believe in “failing fast” so our resources achieve maximum impact.

The successful applicant will join a small but mighty team (they will be the third staff member), and have the opportunity to learn and develop their skills while working across all parts of the organisation's campaigns.

Fair Agenda endeavours to provide flexible working conditions. Currently that includes working from home Wednesdays, splitting hours across days, and starting at varied times.

Our current co-working space is located in The Commons Collingwood (in Melbourne), on the ground floor, with a lift available to the upper floor.

Further information

The role is being offered on a full time basis, but reduced loading and flexible working conditions are negotiable.

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

The indicative salary range for this role is \$71,000 - \$80,000 pro rata per annum (plus super).

The salary offer will be made in line with the applicant's relevant skills and experience. This will be assessed by the Executive Director against a skills map for the role (not their years in the role). Both the skills map and the assessment will be made available to the applicant for transparency.

There is a preference for the successful applicant to be based in Melbourne, so that they can work from Fair Agenda's co-working space (when working from offices is appropriate again). But applications from people willing to work remotely from other locations will also be considered. We anticipate that any successful applicant will need to work from home in the initial months, given the COVID-19 pandemic.

Fair Agenda recognises that issues of gender discrimination differently and disproportionately affect people who are also marginalised for other reasons - including Aboriginal and Torres Strait Islander people, people of colour, people with disability, and LGBTQI people. We are working towards ensuring our staff team reflects the diversity of lived experiences of the community we seek to serve. We particularly encourage women and non-binary people who are members of these and other marginalised communities to apply for this and other roles on the Fair Agenda team.

To express interest

To express interest in this role, please send:

- A copy of your resume (noting any specific outcomes you have achieved in previous roles),
- A campaign email (or other piece of campaign material) you have written, and
- A word document with short responses to these questions (suggested 1 - 1.5 page total):
 1. Which campaign tactic that you have been involved in delivering are most proud of, and why? How were you involved?
 2. Think of a recent campaign when you have had responsibility for developing tactics or strategy to influence a decision-maker. What tactics did you use, how did you think those tactics would influence the decision-maker, and what do you think ended up actually influencing the decision-maker on that issue?
 3. We want to understand your ability to reflect on and assess your previous work, and self-direct your learning. Think back to a time when you've had responsibility for a piece of work. What did you think you

did well, what do you think you could have done better? How would/do you apply those lessons to future work?

4. Is there a time you've noticed a policy, practice or approach that hasn't been inclusive? What was happening, how do you think it should have been changed?
5. Can you share an example of a time you have taught yourself a new skill, or solved a problem without support?
6. Have you ever driven a process to improve performance in a particular area at an organisation (e.g. conducting analysis, crunching data, or testing different approaches) - what did that involve, what was the outcome?

To Fair Agenda's Executive Director Renee Carr via info@fairagenda.org. (Please note that we are not looking for a cover letter, just brief responses to the 6 questions above).

Expressions of interest will close at midnight Wednesday July 22nd, but we will begin assessing them as received, so encourage you to submit earlier if possible.

Shortlisted candidates will be asked to complete a practical task as the next step in the process (by Sunday 26th July). We anticipate the final candidates will be invited to interview between 28th and 31st July.