



**UNITINGCARE AUSTRALIA
POSITION DESCRIPTION**

POSITION TITLE: National Campaign Director

**TERM OF
APPOINTMENT:** 12 months

ABOUT THE CAMPAIGN

Ensuring equity in later life, access to quality aged care and tackling ageism are critical unfinished business for Australia.

The Royal Commission into Aged Care Quality and Safety is on track to deliver an historic set of recommendations, which if implemented, would radically transform aged care into a rights-based system that delivers high quality care for all older Australians.

The seven aged care peak bodies have committed to delivering a national campaign, recognising that we have the best chance in a generation to secure the transformation of aged care that is needed. This will be a “hearts and minds” campaign that addresses ageism to shift community sentiment, and secures bipartisan political commitment to a new rights-based aged care system.

We have identified a creative Agency to deliver the research, strategy development, tactics and materials for a significant national campaign. We are hiring a National Campaign Director and working with other key stakeholders to ensure this campaign has a broad base of support.

We now seek to create the national campaign steering committee. Expressions of interest are invited from highly motivated people with appropriate skills, who share our passion to ensure this campaign is successful.

ABOUT THE ROLE

This is an exciting opportunity for an experienced campaigner who shares the values and ambition to be part of delivering a major social policy change for the benefit of all Australians. We are seeking a person with the commitment, drive and proven campaign experience and ability to ensure we succeed.

The National Campaign Director will be the “point person” for the campaign. They will oversee the implementation of the comprehensive campaign strategy. The work will be guided by the Campaign Steering Committee and the National Director will act as chief liaison and decision-maker for the campaign creative consultancy. Their work will also be supported by a small PR Subcommittee that will assist with decisions on responding to the media cycle and assessing media opportunities, including guiding the

development of new creative content. Overarching governance for the campaign will sit with the Governance Body.

KEY RESPONSIBILITIES

- Work to the Campaign Steering Committee to deliver a detailed research driven campaign strategy (including coordinated public affairs, coordinated national field, marketing, national and local media, and social media).
- Development and implementation of a detailed operational campaign timeline, to ensure the delivery of key tasks, items and actions on time and in budget.
- Development of a detailed campaign budget in accordance with the strategy, and day to day management and expenditure of the budget, including overseeing the work of the creative consultancy.
- Coordinating all other campaign activities and supporting the implementation of Campaign Steering Committee and PR Subcommittee decisions.
- Management of a small team of consultant campaign staff and coordinating the activities of organisational allies and individual champions.
- Ensuring campaign compliance with relevant federal/state laws and regulations, including with regard to election laws and third party campaigning.
- Developing with the campaign team a results-driven and ethical culture characterised by innovation, creativity, self-sufficiency and evaluation.
- Coordination of the financing/fundraising of campaign activities among the campaign's current network of organisational supporters.
- Developing and implementing strategies to expand the campaign's current network of organisational supporters.
- Liaise with internal and external stakeholders to support the campaign's objectives and keep donors fully informed.
- Management of any relevant campaign contact databases including their utilisation to activate broader public support.
- Capitalising on earned media opportunities including coordination of the sourcing of case studies.

OTHER DUTIES AS REQUIRED

The duties within this position description may be varied from time to time by the Campaign Steering Committee. Any variation shall be done so in consultation with the

position incumbent.

ORGANISATIONAL RELATIONSHIPS AND ACCOUNTABILITY

The National Campaign Director will be employed by UnitingCare Australia, specifically the Assembly of the Uniting Church in Australia, on behalf of the Campaign Steering Committee, and offices will be offered in Barton, Canberra, although location can be flexible.

The position will report on a regular cycle to Campaign Steering Committee and PR Subcommittee.

KEY SELECTION CRITERIA

The successful applicant will be a driven campaigner with a proven track record, able to balance focus on winning with ensuring their approach is collaborative and builds the relationships and alliances that are key to success.

1. Demonstrated commensurable experience developing and implementing successful large advocacy campaigns.
2. Tertiary qualification in policy, political or social science, public relations, journalism or a related field.
3. Highly developed stakeholder and relationship management skills, and ability to ensure outcomes are achieved through collaborative work with other organisations.
4. High level understanding of the Australian political environment and demonstrated political acumen.
5. Experience in developing and implementing media strategies.
6. Outstanding written and verbal communications skills.
7. Demonstrated ability to work and succeed under pressure, to determine personal and team priorities and meet deadlines, and work effectively as part of a team.
8. Commitment to the values and mission of the campaign.
9. Demonstrated track record of professional and ethical conduct.

DESIRABLE

1. Knowledge of aged care and ageing policy and issues in Australia.



2. Relevant existing networks.

GENERAL CONDITIONS OF EMPLOYMENT

The role is full-time for a fixed period of 12 months. Any extension beyond this period is subject to fundraising and Campaign Steering Committee Approval.

The position is offered with a generous salary and support in recognition of the high level of experience and skills required.

Referee checks from at least two independent referees are mandatory and will be conducted prior to an offer of employment being made.

Pre-employment checks may include a police check, requirement for proof of identity, evidence and currency of qualifications, driver's licence and other relevant personal documentation.