

Western Australian Council of Social Service Position Description

Position Title	Campaign and Communications Manager
Classification Level	SCHADS Industry Award 2010 WACOSS Staff Agreement Salary Scale – Level 5 (\$101,445 to \$105,502 pro rata per annum, plus superannuation) Part-time, 0.8 FTE (30 hours a week) Fixed term contract until 30 June 2022
Reporting line and roles under direct responsibility	Chief Executive Officer and Deputy Chief Executive Officer

ORGANISATIONAL CONTEXT:

The Western Australian Council of Social Service is the peak body of community service organisations and individuals in Western Australia. WACOSS stands for an inclusive, just and equitable society.

As the peak body for the Western Australian community service sector, we believe that communities flourish where people are given the opportunity to contribute and create. We are committed to enabling and leading change that supports healthy, active and inclusive communities.

To create equitable and empowered communities WACOSS works with its members to advocate with and on behalf of those who are the furthest from levers of power and influence, to amplify their concerns and seek justice, to create a society that genuinely works for the benefit of all.

WACOSS is part of a national network consisting of ACOSS and the State and Territory Councils of Social Service, who assist people on low incomes and experiencing disadvantage Australia wide.

KEY PURPOSE:

Working with the Executive, Communications and Social Policy Teams, the Campaign and Communications Manager role will develop and support the implementation of the campaign strategy that aligns with WACOSS policy and research.

The Campaign and Communications Manager will engage with and coordinate relevant campaign stakeholders, building strong collaborations between established groups, work with Community Organiser and Engagement Officer to achieve strategic mobilisation. In addition, the role will manage and implement digital campaign activities, build relations with the media and develop media content. This role will support WACOSS to develop processes for member organisations to proactively engaging with the campaign.

Key Duties and Responsibilities

Campaign	<ul style="list-style-type: none"> • Lead and effectively project manage the implementation of WACOSS end poverty campaign • Provide ongoing high level strategic advocacy and communications advice to WACOSS senior management and develop proposals and specific strategies within the scope of the campaign • Participate in other WACOSS advocacy and campaign strategies as directed
Media and social media	<ul style="list-style-type: none"> • Raise WACOSS's profile as a leading voice on social justice, poverty and inequities by: <ul style="list-style-type: none"> - Building relationships with the media; - Proactively identifying media opportunities and organising media events; and - Working with the senior management and policy staff to identify, develop and place stories and respond to emerging issues • Prepare media releases, articles, speeches, and presentations as required • Manage and implement digital campaign activities, and identify newsworthy media pitches, working with the Communications Team to achieve strategic coverage • Produce and effectively distribute engaging campaign resources
Community development and engagement	<ul style="list-style-type: none"> • Work closely with the WACOSS Community Organiser and Engagement Officer to achieve strategic mobilisation outcomes • Engage with and coordinate relevant campaign stakeholders, building strong collaborations between diverse organisations, including WACOSS members, grassroots community groups and business peaks • Facilitate engagement with key stakeholders • Form and promote strategic alliances with other organisations, networks and interest groups relevant to the campaign • Undertake consultation with members, people with lived experience and broader community
Administration and human resources	<ul style="list-style-type: none"> • Undertake project management, including planning, implementation and review • Ensure adequate systems are established to monitor and evaluate the program • Manage and sustain the performance of the Community Organiser and Engagement Officer and Communications Team. • Provide timely HR management information to the executive team • Provide strong and motivating leadership across the campaign and communications team • Management of files as per WACOSS policies and information management system • Ensure program and project reports are completed as required including written updates to the WACOSS Board • Take all reasonable steps to ensure that the Communication and Campaign team works within the approved budget
WACOSS	<ul style="list-style-type: none"> • Participate in team meetings, the development of strategic and operational plans and other internal processes as required • Take reasonable care for own safety and health at work and avoid harming the safety and health of other people through any act or omission at work • Demonstrate commitment to WACOSS Vision, Purpose and Values
Other duties	<ul style="list-style-type: none"> • Other tasks as appropriate, relevant and directed

Selection Criteria

Essential

- Demonstrated understanding of the drivers of poverty and commitment to addressing inequality in Australia
- Experience in leading and planning strategy and advocacy, with an excellent track record in designing and implementing campaigns (ideally social, environment or political campaigns)
- Excellent verbal and written communication skills, including producing engaging campaign materials for different audiences and purposes
- Experience in writing communication and media content that shapes the public debate and positively influences social and economic policy
- Demonstrated strong media and communications skills, including developing, managing and implementing digital campaign strategies, planning social media content and drafting EDMs
- Demonstrated experience with
- High level interpersonal skills in building and strengthening relationships to work collaboratively with diverse stakeholders, communities and members of the public
- Ability to identify and maintain strategic alliances with external stakeholders and partners to achieve negotiated outcomes (particularly with media outlets)
- Ability to efficiently synthesise information and manage competing priorities and tight deadlines
- High level skills in preparation of reports, evaluating achievements and other document preparation
- Demonstrated capacity for creative thinking, a preparedness to experiment with new ideas and innovative approaches
- Drive and provide support and leadership to a small dynamic team
- An ability to support and operate within the WACOSS Vision, Purpose and Values

Other

- Current drivers licence
- Passionate and tenacious, can do attitude
- National police clearance

WACOSS supports and celebrates diversity in the workplace. Applicants from diverse backgrounds applicants encouraged to apply

Authorisation

This document is an accurate statement of the duties and responsibilities of this position.