

Position Description

Mobilisation Coordinator

REPORTING TO	Community and Mobilisation Manager
WORK LOCATION:	Melbourne, Sydney, Brisbane or Canberra
GRADE:	5
SALARY (FTE):	\$85,298 per annum, plus 10% superannuation
STATUS:	Permanent
HOURS:	37.5 hours per week (negotiable)

WHO WE ARE

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people, creating a world where forests, rivers, people and wildlife thrive. For more than 50 years, we've been protecting the web of life across our continent, from the Kimberley to the Reef and down the Great Dividing Range to Tasmania's forests.

We bring together people from community, government and business. Our supporters advocate against pollution and destruction, and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners. We are proudly independent, non-partisan and funded by donations from our supporters.

THE ROLE

The Mobilisation Coordinator plays a central strategic role in developing integrated online and offline mobilisation strategies across the organisation. They are responsible for coordinating, delivering and evaluating national mobilisation projects, and ensuring ACF's vision for building people power is delivered through cross-team projects.

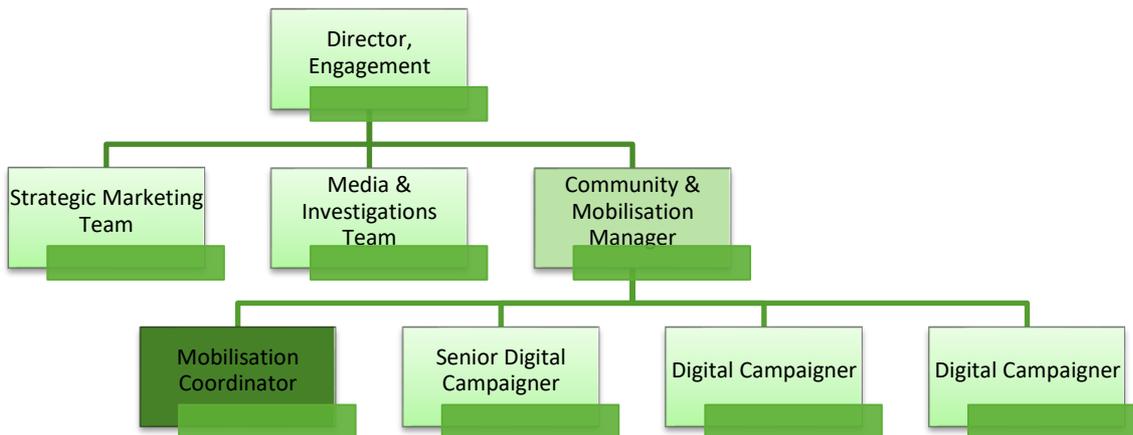
The role focuses on engaging and mobilising the ACF community to participate in activity aligned with ACF's national purpose and campaign goals, including decentralised and centralised mobilisations and actions, ongoing local activity and relational activity that sustains engagement.

KEY COLLABORATIONS

This position reports to the Community and Mobilisation Manager and collaborates with other members of the Engagement Directorate, Community Organising and Campaigns teams to create integrated tactics and recruit, retain, engage and mobilise supporters to ensure ACF's advocacy is effective.

The Mobilisation Coordinator works closely with the Data and Digital Infrastructure Team to optimise digital experience for supporters and measure the impact of our mobilising efforts, and collaborates across the movement in key forums and working groups with ACF's partner organisations.

REPORTING STRUCTURE



RESPONSIBILITIES

- Develop, implement, and integrate mobilisation strategies for ACF's campaigns and supporter engagement priorities.
- Create integrated online and offline campaigns, engaging content and tactics, and powerful experiences of advocacy, nature and community to scale participation in mobilisations, recruit new people and deepen their engagement.
- Track, test, report and evaluate scalable engagement pathways and mobilisation activity.
- Collaborate with the Community Organising team to build scalable systems, processes and tactics for the long-term, contributing to leadership development within ACF's national distributed network.
- Coordinate and develop ACF's mobilising resources including supporter emails, online actions, digital tools, and activist training materials and resources.
- Facilitate public meetings, events and participatory processes, online and face-to-face in relation to core mobilising activities.
- Research, develop and evaluate new and emerging activism trends, tools and techniques.
- Work collaboratively in cross-movement forums and alliances to drive collective impact including developing and adapting alliance mobilising strategies.
- Develop and maintain effective working relationships with external allies, agencies, creatives, artists, contractors and suppliers.
- Supervise relevant contract/casual staff and volunteers as required.
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety
- Other duties as requested by their manager.

HOW PERFORMANCE IS MEASURED

Performance measures include the extent to which mobilisation tactics increase our reach and deepen people's engagement and measured by ACF's ladder of engagement and the extent to which mobilisation helps to build people power, spread our narrative to target audiences, and deliver campaign goals.

KEY SELECTION CRITERIA

1. **Mobilisation skills:** Track record in engaging and mobilising people to take action in campaigns, advocacy, or volunteer community contexts. Sophisticated understanding of engaging people in civic action and advocacy, building movements, participatory campaigns or community organising.
2. **Communication skills:** Sophisticated written and verbal communication skills. Extensive experience coordinating, writing and editing content for different audiences and channels. Ability to craft motivating narratives and calls to action.
3. **Strategy development:** Experience in strategy development for social change campaigns, mobilisation and tactical deployment.
4. **Stakeholder engagement:** Strong skills in collaboration and negotiation. Proven ability to negotiate solutions across multiple stakeholders with competing priorities.
5. **Teamwork and interpersonal skills:** relates well to all kinds of people from different backgrounds, builds appropriate rapport, listens, and uses diplomacy and tact. Confident facilitating group meetings and processes, and leading volunteer teams.
6. **Integrity:** Works effectively with high degree of autonomy and accountability. Self-motivated and can demonstrate initiative.
7. **Creativity and innovation:** Generates new ideas; draws on a range of information sources to identify new ways of doing things; actively influences events and promotes ideas; translates creative ideas into campaign impact; reflects on experience and is open to new ways to improve practice.
8. **Technical knowledge and skills:** Digital media storytelling and production skills. Sound knowledge and experience using digital engagement tools, supporter database and content management systems and ability to quickly learn, test and troubleshoot new tools.

How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> Provide genuine, meaningful, two-way, communication to staff Provide opportunity for staff to communicate between teams and between levels 	<ul style="list-style-type: none"> Offer flexible work arrangements Monitor, measure and seek to improve staff happiness Reward good performance 	<ul style="list-style-type: none"> Take people's ideas, worries and needs seriously 	<ul style="list-style-type: none"> Encourage a social and welcoming atmosphere Organise team gatherings to celebrate our successes and losses 	<ul style="list-style-type: none"> Communicate organisational goals and provide direction Emphasise shared goals, not individual goals. 	<ul style="list-style-type: none"> Set goals and make sure we stick to them Clearly defined reporting lines, and team functions
My role	<ul style="list-style-type: none"> Ask questions Understand you teams' priorities and help to achieve them Seek feedback Give feedback 	<ul style="list-style-type: none"> Give credit where credit is due Ask "are you okay?" and act on the answer Remind yourself that we're all human with pressures outside work 	<ul style="list-style-type: none"> Treat others as you would like to be treated Listen Let others speak Reflect. Is my behaviour making the situation worse? 	<ul style="list-style-type: none"> Take time out Remember what's important Don't be afraid to ask for help Be silly occasionally 	<ul style="list-style-type: none"> Help your colleagues (remember, you're in the same team) Realise that people work differently and that you can learn something from everyone 	<ul style="list-style-type: none"> Ask the question: "why are we doing this?" Do what's best for the team Work where you can do the most good