



| | |
|-------------------------------|---|
| Position Title: | Strategic Advocacy Campaigner |
| Reporting to: | Impact Manager |
| Team/Department: | Impact |
| Location: | Based in any Action Centre. The role may involve international/interstate/regional travel as required. |
| Hours: | 75 hours per fortnight |
| Grade: | Level 7 |
| Effective Date: | 5 October 2021 |
| Position Overview: | <p>The Strategic Advocacy Campaigner is responsible for delivering strategy and supporting campaign delivery across the Impact team, and advocacy with decision makers, to win our campaigns.</p> <p>The role is responsible for developing, implementing and evaluating campaigning, advocacy and external affairs strategies in partnership with the Impact team, AI staff and activists, and other organisations and communities.</p> <p>The Strategic Advocacy Campaigner will assist in the development of strategic campaigns, including reactive campaign moments, build and nurture relationships with political decision makers, departments, thought leaders and other key influencers, to progress Amnesty International Australia's (AI Australia's) human rights objectives.</p> |
| Main Responsibilities: | <ul style="list-style-type: none">● Lead campaign development and implementation to support AI Australia's objectives with a focus on campaign strategy and advocacy and external affairs.● Represent AI Australia's campaigns to decision makers, departmental staff, diplomats and other influencers in an impactful, authoritative and professional manner● Prepare high quality written materials to develop and support campaign and advocacy priorities including briefs, submissions, speeches, letters and media materials● Support and provide advice to Campaigners and senior AI Australia representatives on advocacy and external affairs matters including strategies for influencing key decision makers and public positioning of AI Australia's work● Provide campaign strategy and content advice to AI Australia staff and supporters● Professional management of direct report(s)/team |



- Produce and deliver communications relevant to the role, using a range of channels and technologies
- Monitor and evaluate campaign progress
- Performing the role to a high standard within agreed timelines, and in line with AI Australia's vision
- Other tasks within your skills and competence as required

Essential Qualifications, Skills and Experience:

- High level communication & interpersonal skills, and emotional intelligence (written, face to face, telephone, social media), including writing and presenting for and to a range of audiences, speaking in public and in the media and strategically using digital communications
- Proven experience in working with diverse stakeholders including Aboriginal and Torres Strait Islander people, communities and organisations; and experience and ability to develop and implement participatory processes with relevant rights holders
- Demonstrated high level understanding of Australian parliamentary processes and proven experience in developing government relations and advocacy strategies that deliver positive outcomes
- Highly developed analytical skills, political judgement and strategic thinking
- Proven ability to work collaboratively and effectively as part of a team
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

Desirable Qualifications, Skills and Experience:

- Solid understanding of international human rights law and principles

Key Relationships

- Impact Manager
- Indigenous Rights Team and Campaigners
- Colleagues in the wider Impact team
- Coalitions, partners and communities
- Political and other decision-makers
- Activism Leadership Committees

How we work:

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage
- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy



- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques

About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

Acceptance

Name: _____

Signature: _____

Date: _____

