

Position Description: Campaign and Advocacy Project Lead – These Are Our Kids

Position Details

Position Title:	Campaign and Advocacy Project Lead (<i>These are our kids</i>)
Work unit:	Social Policy and Research
Employment Type:	18 months
Time Fraction:	0.6
Remuneration:	TBC
Reports to:	Deputy CEO, Director Social Policy and Research

Centre for Excellence in Child and Family Welfare Inc.

The Centre for Excellence in Child and Family Welfare (the Centre) is the peak body for child and family services in Victoria. For over 100 years we have advocated for the rights of children and young people to be heard, to be safe, to access education and to remain connected to family, community and culture. We represent over 150 community service organisations (CSOs), students and individuals throughout Victoria working across the continuum of child and family services, from prevention and early intervention to the provision of out-of-home care.

The Centre advocates strongly on a range of critical issues seeking improved outcomes for children, young people and families. These areas of focus include children exposed to family violence, children who are victims of crime, children at risk of abuse and neglect, families needing access to evidence-informed and integrated services and supports, young people caught up in the child protection and/or youth justice systems, young people in and leaving care, the impact of punitive low-income supports on families, and a host of other issues affecting day-to-day living for children, young people and families experiencing vulnerabilities.

The Centre is a diverse and inclusive workplace, committed to the health, wellbeing and cultural safety of our staff. We encourage applicants of any background, culture, gender, and experience to apply for roles as they become vacant.

Social Policy and Research Summary

The team covers a wide range of policy, advocacy, project, research, and evaluation work. The projects undertaken by the team are strategic in nature and can range from small one-off initiatives to multi-year programs. Funding sources vary across government, philanthropy and a fee for service model. The team manages Victoria's Outcomes, Practice and Evidence Network (OPEN), which contributes significantly to building the evidence base in Victoria in relation to what happens to children and their families and what works to change lives. **These Are Our Kids** is a high-profile collaboration between the not-for-profit, philanthropic and corporate sectors with a focus on children exposed to family violence and the urgent need for more timely, flexible, evidence-informed and targeted responses.

Position Summary

The Campaign and Advocacy Project Lead for **These Are Our Kids** will lead and oversee local and national advocacy to raise awareness about the prevalence of, and impact on, children exposed to family violence. The role is responsible for building awareness and the necessary engagement to make a significant difference for these children. The initiative is funded by several philanthropic groups coming together out of concern for the invisibility of children exposed to family violence and the lack of streamlined, dedicated services and supports for children in these situations. The focus of the advocacy will be at the state level initially with a subsequent focus on the Commonwealth.

This is an excellent opportunity for an experienced and creative campaigner with expertise in social policy advocacy and a track record of success in driving tangible, significant and sustained social change.

Reporting Line

- Reports to: Deputy CEO /Director Social Policy and Research

Organisational Accountabilities

The Centre is committed to the health, safety and wellbeing of its staff. The Centre and its staff must comply with a range of statutory requirements including equal opportunity, occupational health and safety and privacy. The Centre requires staff to comply with its policies and procedures and related statutory requirements. Appointees are accountable for completing training on these matters and making sure their knowledge is up to date.

Key accountabilities

The Campaign and Advocacy Project Lead will drive the **These Are Our Kids** advocacy activities in Victoria and nationally. Key areas of responsibility include:

- Creating an integrated and compelling advocacy campaign to raise awareness of the impacts of family violence on children and how to effectively respond to and address these impacts
- Overseeing and driving the development of the evidence base for this advocacy work
- Engaging key stakeholders, including parents and young adults with lived experience of the impacts of family violence, to be public-facing advocates helping mobilise public opinion, influence government, and drive change
- Working closely with project partners to refine and deliver on the initiative's objectives within a specific timeframe and budget
- Working with project partners to make sure there is a sustainable funding base for these activities
- Organising a strategic engagement and communications approach locally and nationally that gets the attention of media outlets, state and federal politicians, community leaders, and the public more generally
- Leading and overseeing the implementation, monitoring and measurement of the success of the advocacy activities, using data to refine and target communications and messaging

- Compiling regular reports of engagement and impacts, monitoring trends in online and social media tools and applications and providing regular feedback to the project partners
- Managing funding/philanthropy relationships and further support for the advocacy work with the assistance of the project partners.

Selection criteria

- Proven success in designing and implementing structured advocacy work aimed at social change
- Extensive experience in advocacy at state or national level and within government
- An ability to think strategically, identify emerging issues quickly and address these promptly
- Excellent written and oral communications skills, including experience in using digital media for advocacy purposes
- Excellent interpersonal skills with the confidence and ability to develop and manage productive relationships with key stakeholders, decision makers, and high-profile advocates
- Experience working with individuals whose lived experience informs the development and delivery of a successful advocacy approach
- Ability to quickly build, or strengthen existing, networks of relevant contacts and relationships across corporate, philanthropic, not-for-profit, government and media stakeholders, to drive and influence positive outcomes
- Ability to attract funding to enable a sustained campaign of advocacy activities
- Ability to maintain a high level of organisation, independence and autonomy and to meet tight deadlines.

Additionally:

- ◆ Tertiary degree relevant to communications
- ◆ A driver's licence
- ◆ National Police Check
- ◆ Working with Children Check.