



We're looking for a Campaign Manager

The Fair Agenda movement is supported by a small but mighty staff team who support our 41,000 members to mobilise for a gender equitable and just future.

We are looking for a Campaign Manager to join our team, with a focus on leading Fair Agenda's campaigns to address domestic violence. This is a new role, which will join an existing national team of five (expanding to seven team members from September).

The successful applicant will have the opportunity to: drive campaigns that promote systems change to improve responses to domestic and family violence; engage and mobilise tens of thousands of people; and help persuade political decision-makers to implement policies for a more fair, gender equal and safe future.

The details

Loading: This role is available full-time (we're also open to applicants interested in 0.8 / 0.9 FTE loading). This contract is for 18 months, with the possibility of extension.

Location: Negotiable, with a preference for applicants to be located on the east coast, within an hour of an airport. Team members currently work remotely in Vic and SA, with a team member on parental leave based in regional NSW.

Flexible work: We provide flexible work options. Right now members of the team start and finish between 8am/10am and 4pm/6pm Eastern time, and work from home or a local co-working space.

Leave: We offer 14 days personal leave pro rata (available for broad use, including caring, mental health, menstrual and menopause leave); as well as domestic and family violence leave, cultural and ceremonial leave, gender affirmation leave, and 20 weeks paid parental leave. We provide 4 weeks of annual leave pro-rata, on top of the shut down period between Christmas and New Years public holidays.

Salary: The salary band for a Campaign Manager is: \$113,000 to \$118,000 pro-rata.

Exact salary will be set in line with a skills matrix for the role (you do not automatically start at the bottom of the band). The matrix and assessment are made available for transparency, with an opportunity for input and feedback.

Start date: Flexible, but ideally late August / early September.

Travel: Please be aware there is an expectation the successful candidate would be able to travel – i.e for quarterly team gatherings, and any key campaign events. We have a travel policy in place (including daily meal budget) to support this.

Support: Each team member is supported with a \$1,000 budget for paid professional development opportunities annually, and has access to advice from Board members.

Our team also has processes in place to support staff wellbeing and sustainability in campaigning around issues of gender-based violence - including access to vicarious trauma/self-care counselling provided by professionals through FullStop Australia.

About Fair Agenda

Fair Agenda's staff team supports our 41,000 members to mobilise on issues of gender justice when and where it can have the most impact.

We drive strategic campaigns that keep a spotlight on problems that need solving, and build momentum behind expert-backed solutions. We do this by leveraging online, social and media campaigning tactics to pressure decision-makers to change the policies that shape our lives.

We combine the people-power of our 41,000 strong movement with that of policy experts, service providers, survivors and other advocates to win change. So far our movement has helped win changes that benefit more than a million women, including:

- Securing commitments from Education Ministers to address sexual violence in universities by mandating national oversight, monitoring, transparency and accountability. This includes creating a National Student Ombudsman.
- Working with survivor advocate Evie Clayton to secure improvements to provision of forensic medical examinations in Queensland.
- Securing legislative reforms to decriminalise abortion and provide for safe, legal and compassionate access to abortion care in Queensland, NSW and SA.
- Blocking cuts to working parents' time to care for their newborns that would have hurt 79,000 working families a year,
- Working with partner organisations and survivor advocates to help stop \$34 million of scheduled cuts to Community legal Centres, which would have hurt tens of thousands of women affected by family violence.

Working with Fair Agenda

Our organisation's values are:

- We are impact focused,
- We adopt a feminist approach – that means we recognise that oppressions intersect and interact and our approach to challenging them must account for this;
- We are bold and strategic, building a force to be reckoned with
- We are collaborative
- We value our people
- We're constantly evolving our work.

Fair Agenda's feminism is inclusive – and we explicitly support the inclusion of trans and gender diverse people in our vision of a gender equitable future, and in our movement. We know that representation is a cornerstone of justice. We seek to build a team that draws from a range of lived experiences in challenging patriarchy and the intersecting and compounding oppressions that shape its impacts. We expect all team members to take responsibility for co-creating a safe and equitable team environment, and we invest in training and advice from experts to ensure our board and staff team are continually improving and evolving our approach to challenging systemic oppression.

What we're looking for

We'd love to hear from people who:

- Have experience with campaigns and can identify the most effective tactics to achieve campaign goals,
- Have a grounding in gender and racial justice,
- Have an interest in politics: you're across the news, know who the key players are, and the kinds of things that influence decision-makers (or you're hungry to figure it out)
- Are good at getting things done, and leading projects from start to finish,
- Are able to respond to shifts in the media cycle and external environment quickly,
- Bring curiosity and an ability to reflect on and evaluate your own work, test theories and implement feedback, to evolve your approach over time,
- Bring an approach of care and collaboration to a team or partnerships, and
- Bring a dedication to fighting for justice and equality, and alignment with the values and objectives of Fair Agenda's advocacy.

About the role

Role responsibilities:

- Driving development and delivery of your areas of campaign responsibility end-to-end (including the campaign strategy and planning),
- Managing the delivery of a number of campaigns - including driving responsive campaigning when opportunities or threats arise,
- Driving the development and delivery of a broad range of campaign tactics,
- Cultivating and managing relationships with collaborators – like peak bodies, policy advisory groups, service providers and lived experience advocates,
- Driving ongoing engagement with relevant decision-makers (and influential stakeholders like Advisors or Department officials),
- Contributing to the achievement of relevant organisation-wide goals, through:
 - Design and delivery of your areas of campaign responsibility in ways that engage and grow the Fair Agenda movement, and
 - Leading internal projects (these are shared across the team),
- Engaging Fair Agenda members with campaigns and actions, including:
 - Writing and editing emails that effectively engage Fair Agenda members,
 - Supporting and training Fair Agenda members to take action,
 - Utilising digital tools to engage members,

- Contributing to fundraising for the organisation, including:
 - Contributing to the development and delivery of tactics for member fundraising across the organisation, and
 - Preparing grant applications and acquittal reports for your campaigns,
- Developing media strategies, writing press releases, pitching stories and organising media actions - including acting as a spokesperson,
- Fostering productive working relationships amongst the team, and applying organisational values,
- Driving testing and evaluation of different approaches to grow the impact and size of the Fair Agenda community,
- Other ad hoc activities as discussed with the Executive Director.

The Campaign Manager will report directly to the Executive Director. There are no direct reports to the role, though you would have access to some support from a Campaigner who provides support for member engagement across all campaigns, and a Digital Storyteller & social media coordinator to support on creation of social media content.

What your week could look like

As a Campaign Manager your week might involve things like:

- Connecting with peak bodies and lived experience advocates to inform campaign strategy and prepare a briefing for a decision-maker,
- Writing and editing an action email to Fair Agenda members about the latest campaign updates and opportunities for them to have an impact,
- Running an online briefing for members on the campaign and next steps,
- Facilitating a brainstorm with your colleagues to shape next steps in your campaign, or plan the best action in response to a breaking news story,
- Analysing data to understand opportunities to improve how we're supporting and engaging our members, and making recommendations for changes.

Recruitment criteria

Required:

- Experience in a leadership role on one or more campaigns to influence a political or corporate decision-maker,
- Experience developing and delivering a variety of campaign strategies and tactics,
- Experience advocating to influence decision-makers and insights into key factors shaping decisions of governments,

- Strong communication skills that allow you to explain ideas clearly and choose the right tone for an audience - including writing emails to engage our movement with actions, and engaging with media,
- Familiarity with movement-based campaigning, or building trust and leadership in community,
- A commitment to fighting for gender equity and justice, and alignment with the values of Fair Agenda.

Additional skills considered valuable:

- Familiarity with domestic violence response or prevention services, systems or policy landscape - particularly through lived experience,
- Experience working in collaboration, sharing the spotlight, or developing others - particularly in the gender justice or domestic violence sectors,
- Proven ability to drive impact through previous campaigns,
- Understanding of trauma-informed approaches or experience working safely with lived-experience advocates.
- Lived experience of gender injustice and other compounding marginalisations,
- Understanding of intersectional analysis and anti-oppressive approaches,
- Experience with community leadership or volunteering,
- Ability to gather, understand and analyse data to monitor impact and engagement.
- Experience securing media coverage,
- Experience managing brand and campaign risks,
- Experience in raising funds.

Please note: Fair Agenda believes in investing in the capacity of our team; and recognises the importance of building a team with strong potential as well as experience; so we encourage those who don't yet have every skill, or strong experience in every area to still submit an application for consideration.

Fair Agenda recognises that issues of gender injustice disproportionately affect people who are also marginalised for other reasons – including Aboriginal and Torres Strait Islander people, people of colour, people from working class backgrounds, and LGBTQI+ people. We particularly encourage people who are members of these and other marginalised communities to submit an application.

To express interest

To express interest in this role, please send:

1. A copy of your resume or summary of relevant experience (we're particularly interested in what outcomes you've contributed to in the past),
2. A copy of a campaign email or other piece of campaign communications material you have written (if available), and
3. Short responses to these questions (1 page total):
 - a. What excites you about joining the Fair Agenda team and advocating for gender equity and justice?
 - b. Thinking of a campaign you've been involved in:
 - What was the objective of the campaign and how did you go about influencing the decision-maker to take that action?
 - If you were to run this campaign again would you do anything differently?
 - c. Thinking about an area of work you've been responsible for:
 - Was there something you learned the hard way? How has it changed your approach to work? (We're interested to understand how you reflect, evaluate and learn)

Please email those to Fair Agenda's Executive Director Renee Carr via info@fairagenda.org. (Please note that we are not asking for a cover letter, just your responses to the three questions above).

Expressions of interest will close at midnight Wednesday 23rd July.

Next steps:

- Shortlisted candidates will be invited to complete a practical task as the next step in the process. We anticipate this will be between Friday 25th July and Tuesday 29th July. This will take approximately 2.5 - 3 hours, and we will provide a \$150 payment in recognition of your time.
- The final candidates will be invited to interview. We anticipate this will be in the fortnight of the 4th of August.
- We hope to be in a position to make an offer to the successful candidate by the week of 11th of August.
- We are seeking someone to commence in the role in August or September (we are flexible on start date).

The successful applicant will be supported with structured and paced onboarding, and have the opportunity to access mentoring and coaching - both from within the organisation, and external supports.