



Director of Public Engagement

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Position Number	731
Section/Unit	Executive Director's Office
Reports to	Chief Executive
Hours of Work	Full Time
Location	Melbourne

Scope of Position

Reporting directly to the Chief Executive, the Director of Public Engagement will lead a multidisciplinary team of senior leaders to drive strategic integration of engagement and income-generating activities. The role is accountable for ensuring financial sustainability, brand consistency, strong advocacy, and long-term impact for Oxfam Australia.

The Director of Public Engagement is responsible for designing, leading and overseeing the implementation of Oxfam Australia's engagement strategy. This is critical in advancing the organisation's objectives by creating an integrated approach to communications, advocacy, fundraising and supporter engagement. This role will ensure that Oxfam Australia is positioned as a trusted voice on key international and national issues while driving sustainable revenue growth and meaningful public engagement.

The Director of Public Engagement will lead the development of a clear and compelling narrative for Oxfam Australia, aimed at enhancing public interaction and engagement. The role oversees all external engagement channels to keep staff and stakeholders informed, connected and engaged.

It will be essential for this role to lead and inspire a large and talented team to adapt and adjust, to ensure ongoing sustainability and strategic success.

Key Responsibilities

Provide overall leadership of the public engagement (government relations and advocacy), philanthropic, fundraising, supporter activation and media functions and ensure that the operational planning and performance of the directorate is aligned to the strategic vision

Lead the development of Oxfam Australia's engagement strategy with a particular focus on quality engagement of audiences, highlighting our advocacy and programming work to strengthen partnerships and support revenue generation

- Lead the development and maintenance of a compelling, issues-driven brand and create a cohesive, aligned supporter journey that strengthens Oxfam's ability to engage the Australian public – both financially and through advocacy
- Lead the development of multi-year investment strategies and annual budgets which aim to maximise net revenue to support our organisation's purpose and strengthen impact
- Ensure Oxfam Australia's income-generation goals are met, and its brand is maintained through revenue-generating strategies
- Ensure that editorial resources including brand guidelines and Diversity, Equity and Inclusion guidelines are appropriate and adhered to within the organisation
- Drive digital first communications and marketing strategies and approaches
- Oversee a community engagement approach which meets the needs of internal and external stakeholders
- Oversee Oxfam Australia's media function, ensuring increased visibility of, and engagement with Oxfam Australia's development, humanitarian and advocacy actions
- Build on existing supporter experience work and analytics to develop an organisation-wide strategy to engage our audiences to attract new supporters

Leadership

- Lead senior leaders and support their teams to achieve Oxfam Australia's strategic goals while also ensuring psychosocial safety
- Promote high performance through collaborative planning, strong budget management, performance processes and excellent communication.
- Embed a culture of innovation and accountability by modelling and promoting these behaviours
- Create an environment where sound decision-making and responsible risk-taking is encouraged to enable innovation and continuous improvement
- Provide strategic direction for public engagement initiatives, ensuring strong alignment between fundraising, campaigning, and advocacy priorities
- Ensure the recruitment, performance and professional development of teams are effectively managed by their respective people leaders

Strategy & Risk

- Drive the engagement priorities within the organisational strategy, providing strategic oversight and accountability for implementation
- Lead and manage crisis communications during critical events, ensuring timely, coordinated messaging and stakeholder engagement in accordance with Oxfam Australia crisis management guidelines
- Drive the engagement strategy of key partners to strengthen Oxfam Australia's approach to government relations
- Lead the creation of a brand strategy that positions Oxfam Australia as bold and distinct, strengthening visibility while managing reputational risks
- Contribute strategic insight into annual risk review processes, supporting proactive identification and mitigation of reputational and operational risks

Stakeholder Engagement:

- Develop and maintain a networking strategy with media, INGOs, supporters and the Oxfam confederation to strengthen Oxfam Australia's influence and visibility
- Actively influence the shape of the global private revenue growth agenda of Oxfam International through participation in relevant Oxfam International forums

- Ensure timely and effective internal information flow across Oxfam channels, including to the OAU Board and Oxfam Confederation to promote alignment and good governance

Revenue Growth

- Lead strategies to acquire, retain, and grow mass audiences across all giving programs and channels, ensuring sustainable revenue growth.
- Ensure tailored engagement and stewardship for philanthropic donors to deepen relationships and maximise long-term impact
- Drive innovation in fundraising campaigns, supporter care, and engagement approaches to deliver short- and long-term revenue goals.
- Lead the design and evolution of Oxfam Australia's long-term income generation architecture, driving strategic planning for resourcing, risk management and investment
- Report progress against key performance indicators (KPIs) to the Chief Executive and, as a required, to Board.
- Support leaders to set KPIs and provide oversight to ensure income generation and engagement targets are achieved
- Oversee national public engagement, supporter activation campaigns, ensuring alignment with organisational strategy
- As needed, represent Oxfam with supporter audiences through media, philanthropic engagement, marketing materials and other forms of communication

Data management and innovation:

- Foster optimal use of available data and technologies to deliver efficient, tailored and responsive data analysis, communications and supporter services
- Monitor and evaluate digital asset performance to ensure teams have the tools required to meet KPIs and build capability
- Maintain accountability for investment in future-thinking strategies and digital innovation to strengthen organisational capability
- Foster alignment between fundraising, donor and supporter communications through effective coordination of digital assets
- Enhance analytics and speed, embedding evidence-based decision-making across digital and engagement strategies
- Create strategies to secure strong supporter data insights while maintaining a focus on data integrity.
- Collaborate with the Chief Operating Officer to ensure privacy of Oxfam Australia's data remains a key organisation priority

Financial Management:

- Provide long-term strategic resourcing plans during strategic and annual planning cycles or as otherwise requested
- Oversee the financial management and accountability of the directorate, including annual and multi-year budget forecasting, quarterly adjustments, and quarterly and annual financial reporting

Board and Executive Leadership Team Collaboration

- Undertake assignments and strategic projects as requested by the Chief Executive, ensuring delivery aligns with organisational priorities
- Provide leadership to, and cultivate strategic relationships with philanthropic donors and partners to strengthen trust and advocacy for Oxfam Australia's mission

- Actively contribute as a member of the Executive Leadership Team, providing insight and leadership on Fundraising, Partnership and Community matters
- Lead cross-organisational initiatives as delegated, prioritising collaboration and impact
- Represent the Executive Leadership Group in working groups or special projects, ensuring effective coordination and delivery of agreed outcomes to advance organisational objectives
- Support the Chief Executive in providing regular updates to the Board on key issues relating to fundraising, partnerships and community
- In consultation with the Chief Executive, assume leadership, influential roles or act as a spokesperson for Oxfam within national (both internal and external) or international forums
- Collaborate to shape international communication and fundraising strategies, policies, and best practices, ensuring alignment with Oxfam International priorities
- Support the Chief Executive in identifying and presenting to external forums where Oxfam Australia can influence and enhance specific objectives or opportunities

Living our Values

Your strong commitment to Oxfam Australia's values will be essential in achieving desired results in all aspects of our work.

- **Equality:** We believe everyone must be treated fairly and have equitable access to rights and opportunities.
- **Empowerment:** We foster a culture of trust where everyone has the tools, information, and safety to make decisions, take ownership, and grow through learning — including from mistakes
- **Solidarity:** We collaborate across boundaries and sectors, guided by integrity and shared purpose, to promote human rights, advance justice, and work towards a just and sustainable world.
- **Inclusiveness:** Ensuring all perspectives are welcomed and valued and calling out exclusionary behaviours when they arise to foster a truly respectful and inclusive workplace.
- **Accountability:** We act with integrity and take responsibility for following through on our commitments — to each other, to our partners, and to the communities we serve
- **Courage:** We speak up, own our mistakes, and embrace bold, thoughtful action that addresses the root causes of problems and inequity to create meaningful change

Technical Knowledge & Experience Requirements

- Extensive senior experience in leading high performing multidisciplinary teams and driving organisational transformation
- Demonstrated collaborative leadership style
- Proven ability to develop and implement integrated strategies across functions such as public engagement, marketing, fundraising and overall brand management
- Strong financial acumen, including the ability to analyse ROI and foster evidence-based investment decision making
- High-level of political acumen with the ability to influence public discourse
- Experience in media management, with the ability to act as a spokesperson on complex and sensitive humanitarian or development issues
- Background in fundraising, marketing, journalism, communications or public relations with a strong understanding of leading audience engagement practices
- Recent track record in achieving excellent engagement and fundraising outcomes
- Proven track record in data-driven decision-making with the ability to leverage data analytics to inform strategy

- Beneficial to have exposure to, or experience within humanitarian, international aid development or community services sectors with a strong commitment to organisational values and mission

Personal Skills & Attributes Required

- Commitment to Oxfam's purpose, culture and ways of working
- High degree of emotional intelligence and humility
- Growth mindset and desire to cross skill
- Sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible.
- Willingness to engage with staff and stakeholders to build cohesive relationships to achieve outcomes
- Possess a dynamic problem-solving approach
- Commitment to social justice and international development
- Understanding of commitment to equity, diversity and supporting psychosocial safety
- Understanding of and willingness to build a commitment to Oxfam Australia's development philosophy, principles and objectives
- Proficient working knowledge of the Microsoft Office Suite and ability to learn to use other ICT platforms responsibly

Travel

Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

Child Safeguarding

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct. We are committed to promoting the welfare of children, young people and adults. Oxfam expects all staff, volunteers and representatives to share this commitment through our Codes of Conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us. Therefore, our people are required to comply with the One Oxfam Child Safeguarding and Protection from Sexual Exploitation and Abuse policies and sign the One Oxfam Employee Code of Conduct and Oxfam Australia Child Safeguarding Code of Conduct.

- This role requires Oxfam representation when occasionally visiting the field (overseas and domestic).
- This role requires access to information relating to children as well as making decisions which may affect children, including volunteers and other supporters under the age of 18.

Hours

This role will require some work outside usual Australian business hours to enable participation in international forums relevant to this role. The incumbent will be encouraged to work flexible hours and support the organisation in implementing flexible work arrangements.