

 Conservation Council of WA	<h1>POSITION DESCRIPTION</h1>
Position Title:	Senior Campaigner
Program:	Nature Program
Reports to:	Program Manager Nature
Direct reports:	Not applicable
Purpose:	The Senior Campaigner for the Nature Program is responsible for supporting the operational development and execution of the nature campaign to protect and restore nature in Western Australia.
Award Classification:	Social and Community Services (WA) Interim Award 2011 – Level 5

ABOUT US

Conservation Council of Western Australia (CCWA) is the state's foremost not-for-profit, non-government conservation and environment organisation. CCWA is the voice for conservation and works with the government, media, industry, community groups, and political parties to promote a more sustainable WA and to protect our natural environment.

POSITION SUMMARY

CCWA's Nature Program is a key program within CCWA that focuses on driving a positive agenda for nature conservation in Western Australia and strengthening nature laws at a State and Federal level.

The Nature Program Senior Campaigner will work with the Program Manager to deliver strategic campaigns that educate and mobilise the WA public around the value of WA's unique natural environment; defends nature against arising threats including the erosion of nature laws; increases the formal and secure protection of ecosystems, habitat and species; strengthens nature laws; and builds power within WA's environment movement.

ROLE RESPONSIBILITIES

The Senior Campaigner is responsible for:

- Bringing high level knowledge of nature conservation advocacy goals and other subject matter (including policy positions, reports, publications, past media statements and stories) and use this knowledge and information to assist in meeting core campaign objectives.
- Providing strategic and operational support to the nature campaign.
- Exercising initiative and judgement in campaign planning and implementation, working closely with the program manager.
- Setting priorities, planning and organising your own work and supporting task setting and prioritisation for others working on the campaign e.g. community organisers and volunteers.
- Drafting copy and providing other writing support for CCWA communications (e.g., blog posts, website content, editorials, social media content, brochures, flyers, reports).
- Promoting awareness of campaigns with CCWA members, supporters and the public.
- Building strong relationships with relevant stakeholders as necessary to deliver campaign objectives.
- Recruiting, training and supporting volunteers and other community members.
- Attending team meetings to discuss campaign opportunities, priorities and objectives.

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- Participating in objective setting.
- Participating in special projects to improve processes, tools, systems and organisation.
- Other duties as required.

SKILLS, KNOWLEDGE AND EXPERIENCE

- Two years or more experience as a campaigner.
- High level communication, interpersonal skills and emotional intelligence and ability to communicate appropriately and effectively.
- Ability to work in a highly collaborative internal and external environment.
- High level analytical skills including the ability to identify emerging issues in public policy debate and understand their impact on the environment.
- High level experience in campaign protocols, promotional requirements and organising abilities to deliver an effective voice for the campaign.
- Demonstrated experience in or commitment working with various stakeholders that are impacted by or have an influence on campaign outcomes.
- Knowledge and awareness of First Nation people’s cultural traditions, histories and protocols, and the diversity of their circumstances.

SUCCESS INDICATORS

- A flourishing community in WA of community groups/mobilisers is established and supported by providing timely advice and assistance, training material and workshops with the Nature team.
- Effective campaign plans and tactics are developed that align with program strategy.
- Positive outcomes and feedback of coordinated events.
- Increased social media engagement.
- Growing numbers of attendees/participants including physical and digital numbers.
- Expanding the presence of Nature Program campaigns at external events.
- Maintaining an expanding a core team of volunteers for campaigns.
- Ongoing development and maintaining relationships with other stakeholders.

ESSENTIAL

- A love of nature and a strong understanding of biodiversity conservation issues, or if not, are able to rapidly get across them.
- Valid and current Western Australian Drivers Licence
- National Police Clearance Certificate

DESIRABLE

- Relevant tertiary qualifications applicable to the role.
- Working With Children’s Check

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