



<b>Position title</b>	Chief Executive Officer
<b>Reports to</b>	GetUp Board and Chair
<b>Location</b>	Melbourne, Canberra or Sydney preferred, with other locations considered. Irrespective of location, regular domestic travel is expected.
<b>Capacity</b>	Full-time, with salary competitive with nonprofits of a similar scale.

## GetUp fights for Australia's progressive future

GetUp is an independent movement of more than one million people working to build a progressive Australia and put people back into politics.

For over 20 years GetUp members from all walks of life have united around a shared belief in fairness, compassion and courage. Together members set our agenda on issues they care about, like human rights, climate action, economic fairness and First Nations justice.

GetUp's grit, humour, creativity and know-how builds momentum for bold progressive change and reshapes the national story. Our members' generosity allow us to plan big, tackle bold long-term goals, and remain fiercely independent – free to challenge big money and party politics.

## The role and this moment

Our CEO – or co-CEOs – lead the vision for mobilising and growing our membership, generating cut through and attention on our issues, and winning. They cast a hopeful, values-driven vision for Australia's future, make GetUp's campaigns reflect the ambition of our members, compel donors, and meaningfully influence decision-makers.

GetUp's CEO:

- Leads GetUp's mission to inspire millions of people to take action for a fairer, better Australia.
- Shapes and implements a strategic vision that maximises GetUp's impact.
- Fosters a culture of innovation, resilience, and bold campaigning to keep GetUp energised and relevant in changing political and digital landscapes.
- Uses creativity, humour, and irreverence to make policy debates relevant and interesting to everyday Australians.
- Represents GetUp to key stakeholders, including policymakers, media, donors, and partners.
- Drives financial sustainability by deepening donor relationships, enhancing member-driven fundraising, and diversifying revenue streams.
- Collaborates closely with the GetUp Board, staff, and members to ensure alignment with organisational values and long-term sustainability.

This is a unique opportunity to lead one of Australia's most impactful advocacy organisations at a critical moment in its history. We've learned important lessons from a challenging few years and made changes that are working. GetUp's foundations are solid, with energised membership, strong culture and rapidly growing donor base. We're ready for a new leader to set our course for the years to come.

## Key responsibilities

The topline responsibility of the CEO is to achieve lasting impact by inspiring millions of people to take action towards a fairer, better Australia. Alongside this, the CEO is responsible for leading the Executive team, who have carriage over the operations, finances, and management of GetUp.

### Campaigns excellence

- Oversee the design, delivery and quality of campaigns, ensuring they result in real-world impact.
- Ensure that our campaigns centre our members and mobilise their power to create impact on the issues that matter to them.
- Stay abreast of current political and community engagement trends, and anticipate future trends likely to impact our campaigns.
- Analyse and measure the success and impact of the organisation's campaign efforts; refine or change campaigns/projects in response to that information.

### Strategy and planning

- Develop and drive ambitious strategies for GetUp to advance progressive public policy in Australia.
- Enact GetUp's [fierce commitment to political independence](#) in all that we do.
- Develop annual plans and oversee organisational budget in line with organisational strategy.

### Communications and stakeholder relationships

- Lead GetUp's advocacy and campaigns by driving strategy, building strong relationships with policy experts, government leaders, communities, and partner organisations.
- Champion GetUp's values and vision through public engagement, ensuring a strong, credible presence in media, political, and community spaces.
- Strengthen connections with GetUp membership and communities affected by issues they care about, creating meaningful opportunities for people to influence national issues with their time, money, and voice.
- Oversee the development and delivery of compelling communications and campaign content across all channels, ensuring alignment with GetUp's mission and independence.

### Financial sustainability

- Ensure financial stability and growth to power GetUp's long-term impact in partnership with the Executive and Board.
- Cultivate high-value relationships with philanthropic leaders and partners.

### People and culture

- Lead and develop GetUp's culture of calculated risk-taking and seizing opportunities.
- Ensure the high performance of a cohesive team that is both innovative and accountable.
- Recruit and maintain a brilliant team with the relevant skills, experience and ambition to push GetUp forward, applying a strong social justice, equity, diversity and inclusion lens.

### Governance and risk

- Continue to build an independent, ethical and innovative organisation that conducts itself with integrity, with appropriate regard to corporate, structural and governance standards.
- Manage risk in line with GetUp's risk appetite.

Regular domestic travel is required for the position.

## Key stakeholders

GetUp members, Board of Directors, campaign and philanthropic partners, communities affected by the issues GetUp campaigns on, government bodies and regulators, Members of Parliament and media.

## Experience, knowledge and skills

These are the key capabilities we believe will set our next CEO up for success:

1. **Campaign expertise:** deep understanding of how to engage the public to effect political change for progressive causes in critical moments.
2. **Leadership and strategic vision:** demonstrated potential for a CEO role, with the ability to develop and execute a strategic vision that aligns with GetUp's mission and values.
3. **Mobilisation expertise:** demonstrated experience in designing and leading impactful advocacy campaigns, mobilising large-scale grassroots movements, and engaging diverse communities.
4. **Stakeholder and government relations:** experience in media relations, government engagement, and building partnerships with policymakers, donors, and advocacy groups.
5. **Commitment to political independence:** strong dedication to maintaining GetUp's political independence, ensuring advocacy efforts remain issue-driven and free from partisan influence while upholding the organisation's values and integrity.
6. **Organisational stewardship:** financial acumen, effective people management, and sound governance oversight to drive sustainable, inclusive, and accountable operations – alongside the ability to empower leaders with complementary skillsets to address areas of personal or organisational development.

We recognise that no candidate will be an expert in every area. If you bring strengths in some, but not all of these areas, we still encourage you to apply – or arrange a confidential conversation with our team about your candidacy by emailing [ceo.recruitment@getup.org.au](mailto:ceo.recruitment@getup.org.au).

The Board is open to innovative leadership models, including a co-CEO structure or building out complementary expertise at the Executive or Board level to ensure the organisation is equipped with the full range of skills, perspectives, and capacity needed to drive our work.