



Position Description

Director of Campaigns

REPORTING TO:	CEO
RESPONSIBLE FOR:	Head of Climate Campaigns, Head of Food and Nature Campaigns, Head of Native Forest Campaigns, Head of First Nations Engagement, Head of Corporate Advocacy, Head of Environmental Investigations, Nuclear-Free Campaigner
WORK LOCATION:	Melbourne (Wurundjeri Country), Sydney (Gadigal Country), Brisbane (Turrbal and Yuggera Country) or Canberra (Ngunawal Country)
SALARY (FTE):	Circa \$200,000 per annum plus 12.5% superannuation
STATUS:	Full-time, permanent
HOURS:	37.5 hours per week

WHO WE ARE

We're the Australian Conservation Foundation, Australia's national environment organisation. Since 1965, we've protected the air we breathe, the water we drink and the places we love. Driven by the power of people, we won World Heritage listing for the Great Barrier Reef and Kakadu National Park; we secured the \$10 billion national clean energy bank and we returned precious water to the rivers of the Murray-Darling.

We influence governments and businesses to protect the animals, rivers and reefs close to our hearts and hold decision-makers to account without fear or favour. Everything we do is evidence-based and helps nature and people thrive for generations to come.

We won't give up until Australia's nature is protected and regenerated.

THE CAMPAIGNS DIRECTORATE

The Campaigns Directorate leads ACF's work to secure lasting, systemic change for nature and climate. It develops and drives ACF's national campaign strategies, combining people power, advocacy, research, collaboration with First Nations communities, environmental investigations, public narrative interventions and strategic alliances to influence governments, business and institutions. The directorate produces high-quality analysis and campaigns that shape public debate, shift decision-makers and advance ACF's goals. Working closely with ACF's Political Advocacy, Organising, Fundraising and Engagement teams, the Campaigns Directorate ensures ACF's campaigns are integrated, impactful and powered by a strong public mandate.



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**Nature
needs us,
now**

THE ROLE

The Campaigns Director provides strategic leadership for ACF's environmental campaigns and is responsible for ensuring ACF deliver meaningful, measurable impact for nature and climate. As a member of the Executive, the role helps shape ACF's organisational strategy and culture, working closely with the CEO and fellow directors to ensure ACF is an impactful, collaborative and fun workplace.

KEY COLLABORATIONS

The Campaigns Director works closely with the CEO, Executive Team (including the Directors of Movement Building, Engagement, and Fundraising), the Head of Advocacy and external allies across civil society, business and government to ensure aligned, impactful and collaborative campaign delivery.

RESPONSIBILITIES

Lead the Campaigns Directorate to develop and deliver:

- impactful campaigns that achieve ACF's strategic goals, ensuring a clear strategic pathway from problem to solution across all issue areas.
- coherent campaigns that unite rather than silo ACF's issues and staff, and build an arc towards long term systems change
- High quality and evidence-based ACF environmental investigations that create momentum towards ACF's strategic goals
- evidence-based planning through audience insights, power analysis, message testing and evaluation frameworks that measure impact and guide continuous improvement.
- Strategic partnerships with First Nations Peoples and communities that embed Indigenous perspectives across ACF campaigns and strengthen collective efforts to protect Country, culture and climate.

Manage the Campaigns Directorate to:

- recruit, manage and develop staff and champion a culture of innovation, collaboration, coaching, learning and high performance across the directorate.
- develop and implement directorate plans and budgets that align with organisational strategy, resource needs and impact goals.
- foster cross-team collaboration with Movement Building, Political Advocacy, Fundraising and Engagement to ensure seamless integration of supporter engagement, donor opportunities and campaign mobilisation.

Be a collaborative partner with:

- the CEO to provide strategic advice on campaign challenges, opportunities and impact, including preparing reports for and attending Board and Council meetings as required.
- the Executive Team to help lead ACF as an impactful, collaborative and fun workplace.
- the Director of Engagement and Director of Movement Building to coordinate campaign messaging, supporter journeys, public storytelling and mobilisation.
- the Head of Political Advocacy to ensure effective advocacy of each campaign.
- the Director of Fundraising to integrate fundraising opportunities into campaign strategies, engage



donors, apply for grants and increase funding.

Represent ACF by:

- building strategic alliances with the environment movement, social justice partners, unions, business leaders, community leaders and government to advance shared goals.
- acting as a senior spokesperson in media, political and public forums to advocate for nature and climate solutions.

Operational and organisational responsibilities:

- observe safe working practices and protect your own and others' health and safety.
- undertake other duties as requested by the CEO.

KEY SELECTION CRITERIA

1. **Strategic campaign leadership** - Demonstrated ability to design and lead impactful, evidence-based national campaigns that influence governments, business and public debate, with a clear pathway from problem to solution.
2. **Expert advocacy capability** - Proven experience developing high-quality research and analysis and engaging effectively with institutional and industry decision-makers.
3. **Executive-level collaboration** - Strong track record working as part of an executive team to shape organisational strategy, culture and performance, and to provide strategic advice to CEOs, Boards and senior stakeholders.
4. **Outstanding people leadership** - Demonstrated ability to lead and develop high-performing teams, champion a culture of innovation, coaching and learning, and lead through complexity and change.
5. **Cross-organisational integration** - Demonstrated success collaborating across directorates to integrate mobilisation, engagement and fundraising into campaign strategies and supporter experiences.
6. **External relationship building** - Experience building and maintaining strategic alliances with environment groups, social justice partners, unions, business leaders, community leaders and government.
7. **Senior spokesperson capability** - Strong public communication skills, with experience representing an organisation in media and public forums on complex or contested issues.
8. **Commitment to nature and climate outcomes** - Deep alignment with ACF's mission and values, and a passion for securing lasting, systemic change that helps nature and people thrive.



OUR VALUES

Bold - We aim high and act with courage. We're curious, innovative and unafraid to try new things. We learn from failure. We stay committed to big goals and to the scale of change needed.

Fair - We fight for fair outcomes for people and nature. We work to transform the systems driving the climate and extinction crises. We listen to and work alongside First Nations Peoples who have cared for Country since time immemorial.

Evidence based - The truth matters. We use evidence and judgement to guide decisions and fight mis and disinformation.

Stronger together - We work across teams, communities and partners because that's how we have the biggest impact.

Fun - We bring joy, hope and fun that connects people with nature and each other, making people feel part of something bigger. We celebrate wins and nurture the relationships that sustain long-term change.

Diversity is strength - We're inspired by the ecosystems we work to protect diversity makes us strong. We build a movement where people of all walks of life are welcome and belong, and where many perspectives help us solve big challenge



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