



Position Description

Director of Movement Building

REPORTING TO:	CEO
RESPONSIBLE FOR:	Head of Community Organising
WORK LOCATION:	Melbourne (Wurundjeri Country), Sydney (Gadigal Country), Brisbane (Turrbal and Yuggera Country) or Canberra (Ngunawal Country)
SALARY (FTE):	Circa \$200,00 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 MOVEMENT DIRECTORATE

The Movement Directorate is a new Directorate of approximately ten staff, established to build on a decade of People Power work and grow the scale, strength and influence of the climate and nature movements in Australia.

ACF has a long history of winning change through the power of people. As the challenges facing nature and climate become more complex, so too must our approach to building public support, participation and collective action. The Movement Directorate has been created to ensure ACF is investing in the long-term capabilities, strategies and systems required to build enduring public power and accelerate our impact.

The Directorate will lead ACF's movement building strategy, bringing together expertise in supporter growth, participation, mobilisation and community organising. It will focus on growing the size and diversity of Australia's nature and climate movement, deepening supporter engagement, strengthening pathways to participation and leadership, and fostering a sense of belonging among supporters, activists, volunteers and donors.



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**

A core responsibility of the Directorate will be ensuring ACF develops and deploys world-class digital capabilities that strengthen movement-building outcomes. This includes leveraging digital platforms, audience insights, supporter journeys, data and emerging technologies to recruit, train, retain and activate supporters at scale, and to translate online engagement into meaningful offline participation and impact.

THE ROLE

Movement Building is a newly established directorate within ACF. As the inaugural Director of Movement Building, the role is responsible for leading the design and implementation of ACF's integrated approach to movement-building and will establish how digital engagement, mobilisation, supporter growth and related functions are aligned to strengthen movement power and organisational impact.

The Director of Movement Building brings sophisticated digital, analytical and movement-building expertise to deepen and grow ACF's ACF understands how people enter, engage with and deepen their involvement in the movement. They oversee the systems, strategies and organisational capabilities required to recruit, retain, train, organise and mobilise supporters at scale, creating meaningful pathways from first engagement through to long-term participation, leadership and advocacy.

Drawing on insights from leading movements globally, the Director of Movement Building ensures ACF is continually strengthening its capacity to build enduring public power and a community that is greater than the sum of its parts.

KEY COLLABORATIONS

The Director of Movement Building works closely with the CEO and Executive Team, the Campaigns, Engagement and Fundraising Directorates, as well as external civil society organisations, coalitions and key stakeholders to advance ACF's campaign and movement-building objectives.

RESPONSIBILITIES

Lead the Movement Directorate to develop and deliver:

- a long-term, innovative approach for growing the size, diversity, depth and influence of Australia's climate and nature movement.
- strong pathways that enable people to move from awareness to action, advocacy, leadership and giving.
- an integrated approach to movement growth that aligns campaigning, fundraising, engagement, organising and mobilisation.
- A strong ecosystem of organised activists that reflects the diversity of the Australian population
- a connected community of supporters, activists, volunteers and donors who feel a strong sense of belonging and collective purpose.
- robust systems for measuring movement growth, participation, engagement and leadership development.

Manage the Movement Directorate to:

- recruit, manage and develop staff and champion a culture of experimentation, collaboration, coaching, learning and high performance across the directorate.



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**

- develop and implement directorate plans and budgets aligned with organisational strategy, resource needs and impact goals.
- foster cross-team collaboration with Campaigns, Fundraising and Engagement to ensure seamless integration of mobilisation, supporter journeys and campaign delivery.

Be a collaborative partner with:

- the CEO to provide strategic advice on movement-building opportunities, risks and impact, including contributing to Board and Council reporting as required.
- the Executive Team to help lead ACF as an impactful, collaborative and values-driven organisation.
- the Director of Campaigns to align movement strategy with campaign priorities, timelines and pathways to impact.
- the Director of Engagement and Director of Fundraising to coordinate supporter journeys, public narrative, reporting back to the funder, and opportunities for growth and revenue.

Represent ACF by:

- building strategic alliances with community networks, civil society organisations and movement partners to expand participation, reach and influence.
- acting as a senior spokesperson to promote ACF's movement-building work and mobilise public support for nature and climate outcomes.

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 movement leadership** – Demonstrated ability to design and lead impactful mobilisation and movement-building strategies in political contexts that grow supporter power and deliver measurable campaign outcomes, with a clear pathway from engagement to impact.
2. **Expert organising and mobilisation capability** – Proven experience building and scaling people-powered movements, including community organising, volunteer training and leadership, supporter growth and mobilisation methodologies that drive sustained change.
3. **World-class digital strategy and capability** – Demonstrated ability to design and lead digital strategies, systems and capabilities that enable supporter growth, participation, leadership development and mobilisation at scale, translating online engagement into lasting movement power.
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, growth and change.
5. **Cross-organisational integration** – Demonstrated success collaborating across directorates to integrate mobilisation with campaigning, engagement and fundraising to deliver cohesive supporter journeys and maximise organisational impact.
6. **External relationship building** – Experience building and maintaining strategic alliances with community organisations, civil society partners, movements and coalitions to expand reach, participation and influence.
7. **Strategic communicator** – Strong public communication skills, with experience representing an



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**

organisation or movement in media and public forums and inspiring people to take action. A strong understanding the power of narrative and stories to motivate people to act.

8. **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.
9. **Commitment to nature and climate outcomes** – Deep alignment with ACF's mission and values, and a passion for building a powerful movement to secure lasting, systemic change for nature and climate.

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 challenges.



**AUSTRALIAN
CONSERVATION
FOUNDATION**

**Nature
needs us,
now**