



Position Description

Head of Native Forest Campaigns

REPORTING TO:	Director of Campaigns
RESPONSIBLE FOR:	National Forest Campaigner
WORK LOCATION:	Melbourne (Wurundjeri Country), Sydney (Gadigal Country), Brisbane (Turrbal and Yuggera Country) or Canberra (Ngunawal Country)
GRADE:	7
SALARY (FTE):	\$137,403 per annum plus 12.5% superannuation
STATUS:	Permanent, Full-time
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 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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THE ROLE

The Head of Native Forest Campaign is ACF's lead strategist for confronting one of Australia's most urgent conservation challenges: the ongoing logging and degradation of native forests. This role will have primary responsibility for developing and delivering high-impact campaigns to end native forest logging and degradation. They will lead the development of ACF's strategic approach to native forest protection and identify the organisation's highest-value contribution to ending native forest logging.

KEY COLLABORATIONS

The Lead Native Forest Logging Campaigner works closely with the Campaign Director, the Political Advocacy team, Communications and Organising teams and external allies to ensure aligned, impactful and collaborative campaign delivery.

RESPONSIBILITIES

Campaign strategy and delivery:

- Lead the development of ACF's strategic approach to native forest protection and identify the organisation's highest-value contribution to ending native forest logging.
- Design and deliver high-impact campaign strategies and tactics that advance ACF's native forest goal and broader strategic objectives.
- Identify and prioritise opportunities to build political, corporate and public pressure to end native forest logging and degradation, drawing on a sharp analysis of power and leverage points.
- Ensure campaign activities are evidence-based, strategically focused and aligned with organisational priorities.
- Take a test-and-learn approach to campaign delivery, tracking and evaluating performance against goals, and adapting strategy and tactics in response to shifting political, policy, market and public contexts.
- Contribute to policy development and strategic positioning on forest and nature issues, and lead campaign activities on broader nature conservation issues if required.
- Commission and apply research and strategic intelligence to strengthen campaign advocacy.
- Work collaboratively across political advocacy, organising, communications and digital teams to build people power, shift public narratives and create pressure for change.

Communication

- Act as ACF's spokesperson on native forest issues in media, public and stakeholder forums, shaping compelling narratives that inspire action.
- Collaborate with internal and external communications experts to develop and deliver credible, cut-through campaign narratives and communication strategies.

Movement leadership and alliances

- Provide strategic leadership within the forest movement, building and maintaining strong relationships with affected communities, allies, stakeholders and supporters to advance shared goals.
- Identify and lead opportunities for movement coordination and collective advocacy that increase impact and influence, co-creating strategy with allies and navigating disagreement to strengthen



collective efforts.

- Foster respectful engagement with First Nations peoples and support approaches that recognise and respect First Nations rights, leadership, self-determination and knowledge systems.
- Champion the growth of public participation, community leadership and people-powered action across ACF's campaigns.

Evaluation and reporting

- Build and maintain strong relationships with funders and strategic partners.
- Contribute to measurement and evaluation of campaign outcomes, learnings and impact across the team.
- Contribute to high-quality applications and reporting to funders, the Executive and Board, including progress against strategic objectives, campaign milestones and key performance indicators.

Organisational leadership

- Lead delivery of the native forest campaign within ACF, including initiating and driving collaboration across cross-organisational teams, ensuring successful delivery of agreed activities, tracking progress and managing budgets.
- Ensure colleagues have the information and context they require to execute campaign strategies and activities effectively.
- Act as an effective people manager, offering coaching, feedback and opportunities to grow.
- Model and champion a collaborative, ambitious and values-driven culture.
- Observe safe working practices and, as far as you are able, protect your own and others' health and safety.
- Other duties as requested by your manager.

KEY SELECTION CRITERIA

1. Demonstrated experience designing high-impact campaigns, grounded in a clear theory of change and a strong understanding of political, corporate and institutional power structures, that have delivered significant policy, political or social outcomes.
2. Exceptional strategic judgement and the ability to identify and prioritise opportunities for leverage within complex political, corporate and social structures.
3. Experience delivering campaigns that build people power, using compelling storytelling and a clear pathway of asks that build commitment and drive action.
4. A test-and-learn approach to campaigning, using data and evidence to experiment, adapt and improve performance in real time.
5. Background in native forest campaigning, with a strong knowledge of Australian native forest science, policy, and industry & movement players.
6. Experience working across a diverse range of allies and stakeholders — identifying common and complementary objectives and successfully navigating areas of disagreement to find solutions that strengthen collective efforts.
7. Demonstrated ability to lead and successfully deliver campaigns through collaborative cross-organisational and/or cross-alliance teams.
8. Outstanding interpersonal, public communication and stakeholder engagement skills, including



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experience representing organisations in media, government or public forums.

9. Commitment to collaborative movement-building approaches and ACF's mission to protect and restore nature.
10. Commitment to working in ways that respect and support First Nations rights, leadership and knowledge systems in forest protection and recovery.

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



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