

AMWU Position Description

QUEENSLAND & NORTHERN TERRITORY BRANCH

NAME: Campaigns and Communications Officer

REPORTS TO: State Secretary & State Council

CO-ORDINATION: Organising Coordinator

CLASSIFICATION: Determined by experience

LOCATION: Brisbane State Office

START DATE November 2026

OUR CORE VALUES

Our Core Values	Value Statement
Fair go	We are democratic, fair, inclusive and respectful.
For workers	We place workers above any other consideration, including personal, political or economic interest. We organise to win.
We Do What We Say	We are dedicated, sincere, reliable and accountable to our organisation and the members we represent.
Effective	We work strategically and stand together as one to deliver outcomes for members.

PRIMARY PURPOSE OF THE ROLE

The Campaigns & Communications Officer will involve applying the craft of campaigning and organising across our diverse industry sectors, to increase member power and build Union industrial capacity. You must demonstrate a high ability to be strategic and effectively develop and implement campaigns, deliver on stakeholder engagement and ownership, identify campaigning opportunities and prosecute the Branch and National campaigning agenda to improved outcomes for members.

This role has been identified as a pivotal position to deliver on the Branch campaigning agenda to better position and strengthen our organising activities and deliver Union growth.

KEY ACCOUNTABILITIES/RESPONSIBILITIES

As the Campaigns Officer you will work under the direction of the State Secretary under rule or by his delegated authority, the Organising Coordinator and/or Assistant Secretary and you will be responsible for:

- The development, implementation and the evaluation of the Branch and National campaigning agenda and engagement strategies for AMWU members
- To lead and assist Organisers in their personal development to educate, develop and implement effective workplace and industry campaigns to increase member power and build Union industrial capacity
- To personally lead and implement the AMWU signature campaigns as identified in the Branch and National campaign agenda. Working with Organisers, Delegates, members and activists to ensure that our campaign is activated and mobilised amongst our members and industry
- Campaign content creation, digital and physical content, develop campaign materials for all platforms
- Identify and develop new campaigning opportunities for the Branch based on organising and industrial activities
- To enshrine and implement the AMWU campaigning templates, SMART targets and campaign plans, goals and objective setting amongst our Organisers and Delegates
- To develop and manage strategic campaign communications for the Union, Organisers, Delegates and members
- Develop and execute campaigns by providing recommendations on campaign budgets and costings proposals
- Coordinate and oversee the delivery of campaigns to ensure multiple campaigns can be delivered concurrently within agreed timeframes and meeting competing priorities
- Collect and analyse data, including from AMWU members and peak bodies to inform development of new campaigns and to evaluate existing campaigns.
- Maintain existing and develop new internal and external stakeholder relationships to broaden the AMWU reach and engagement
- Remain abreast of industrial, political and social developments within industry that could impact AMWU campaigns and projects
- Ensure campaign strategies are based on research, insights and analysis

- Observe, track and report on key engagement indicators as part of campaigning online and offline.
- Be able to intervene and propose solutions when the campaign is not achieving the deliverables and meeting expectations

Additional Duties

- Coordinate content and design work of AMWU Branch publications and provide content to National publications
- Co-Ordinate and manage mainstream Media and draft press releases
- Co-ordinate and manage social media platforms
- Educate Organisers on campaigning digital platforms

REPORTING

- To the State Secretary, State Council and as required Assistant Secretary
- Fortnightly/monthly reporting to the Organising Coordinator
- Quarterly reporting to State Council as requested
- Organising / work plan
- Attend National Campaign/Communications meeting and provide reports

Collaboration and Communication

This position comes under the direct supervision and daily management of the Organising Coordinator and Lead Industrial Advocate with whom your work schedules and routines will be coordinated and communicated to the State Secretary. This position will work closely with other Organisers and Officers of the AMWU and Organisers and campaigners from kindred Unions and other peak bodies.

Selection Criteria

- Demonstrated commitment to trade unionism and social justice
- Excellent listening, verbal communication and interpersonal skills – ability to establish rapport, explore issues, encourage critical analysis and gain commitment to action
- Ability to lead, motivate, develop and mobilize potential union members, existing union members and workplace Delegates, Activists and HSR's
- Ability to analyse issues/problems and develop strategies to deal with them
- Ability to deal professionally with diverse groups of people, including members, Delegates, Staff and Union Officials.

KNOWLEDGE, EXPERIENCE & ATTRIBUTES REQUIRED

Qualifications/Experience

- Demonstrated commitment to trade unionism and values, to empower workers and build Union Industrial capacity

Personal Abilities / Skills / Knowledge

- Strong strategic, organisational and personal management skills and ability to work with others to provide professional and timely advice to protect the interests of the AMWU and its members.
- Excellent verbal, written communication, and negotiation skills with the ability to interact effectively with a range of people and negotiate successful outcomes.
- Proficient computer in software programs and keyboard skills.
- Demonstrated ability to drive the adoption of innovative solutions in line with our Union values
- Ability to build relationships to drive our Industrial and Campaign Agenda
- Ability to work independently to task and present a professional image
- Proven creative vision and capacity to translate concepts and ideas into impactful outcomes
- Demonstrated ability to collaborate within teams while maintaining strong independent work capabilities
- Advanced organisational skills with a focus on prioritisation and efficiency
- High self-driven, motivated and enthusiastic with proactive approach to achieving objectives – goal driven
- Strong proficiency in computer applications, including Microsoft Suite. Adobe Suite
- Ability to learn quickly and adapt to new technologies, particularly web-based platforms
- Demonstrated capability to implement strategies aligned with AMWU values and objectives.
- No restriction on holding a right of entry permit through the Fair Work Commission or any other permit required for employment with the AMWU