



Job Description

Job Title	Campaigns Manager	Date	April 2014
Department	Campaigns and Communications	Type	Full-time
Reports to (title)	Director, Campaigns and Communications		

Purpose
To lead CHOICE's campaigns team, including day-to-day responsibility for one or more campaign areas.

Primary Focus - Responsibilities/Activities	Estimated Annual Time
Implement CHOICE's campaign strategy and plans consistent with our organisational goals through line-managing the campaigns team	50%
Implement CHOICE's parliamentary engagement strategy	10%
Deliver day-to-day outcomes in one or more identified consumer policy areas	40%

Role in Business Process	
Results	The Campaigns Manager is responsible for achieving the actions set out in CHOICE's campaign strategy and plans and parliamentary engagement strategy primarily through line-managing the campaigns team. The role has day-to-day responsibility for ensuring the campaigns team achieves its KPIs for growing and engaging CHOICE's community of campaign supporters. The Campaigns Manager also contributes to improved staff engagement in the campaigns team.
Position Scope	This role will be responsible, with strategic oversight from the Director, Campaigns and Communications (C&C), for: <ul style="list-style-type: none"> - Leading, mentoring and supporting the campaigns team to achieve the goals set out in the campaign strategy and individual campaign plans; - Day-to-day implementation of CHOICE's campaign strategy and plans; - Day-to-day implementation of CHOICE's parliamentary engagement strategy; and - Balanced with these responsibilities, driving policy and advocacy in one or more consumer policy areas as identified from time to time, for example consumer rights, food policy or digital rights.
Strategy and Development	Manage the development of CHOICE's campaign strategy and plans and parliamentary engagement strategy, working closely with the Director, C&C. Input to the media strategy to ensure CHOICE's campaign priorities are reflected.
Decision Making	Day-to-day decision making on policy development, campaign actions and parliamentary engagement. Strategic decisions will be made together with the Director, C&C and the CEO The position works with its direct reports to make day-to-day decisions themselves and exercises judgement in determining the decisions that should be referred to the Director.

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People Management	<p>The Campaigns Manager is responsible for the people management, development, coaching and mentoring of the campaigns team.</p> <p>The role has three direct reports (two Policy Advisors and the Campaigns Coordinator).</p>
Communication /Business Relationships.	<p>Internally, the Campaigns Manager will work closely with the Director, C&C, in particular when approving any new policy positions, submissions and campaign actions. The Campaigns Manager will have a key relationship with the Head of Media in making judgments about incoming campaign-related media and upcoming proactive campaigns-related media opportunities (including social media).</p> <p>The Campaigns Manager will also have strong business relationships across all area of CHOICE in order to ensure that campaigns assist in presenting a coherent image of the role of CHOICE. Key relationships include team leaders in Content, Marketing, Digital and Consumer Insights.</p> <p>Externally, the Campaigns Manager will build strong relationships with key stakeholders from government, regulators, industry and the consumer movement. This will include representing CHOICE in external meetings and consultation processes on a case-by-case basis, in consultation with the Director, C&C. The Campaigns Manager may also be tasked with representing CHOICE in the media from time to time, as determined by the Head of Media and Director, C&C.</p>
Fiscal responsibilities	<p>The Campaigns Manager will sign-off on expenses claims from members of the Campaigns team within approved delegations. All claims for travel (transport and accommodation) and for any expenses above delegation limits will be in collaboration with the Director, C&C and require their sign-off. All fiscal responsibilities related to remuneration will be in collaboration with the Director, C&C.</p>

Position Profile	
Experience (min. requirement)	3-5 years of related experience
Requirement	Experience as a campaigner, policy advisor, analyst or other equivalent position in the public, private or not-for-profit sector, with a track record of achieving tangible outcomes. People management, leadership and media experience is desirable.
Education & Training (min. requirement)	<input type="checkbox"/> HSC <input type="checkbox"/> Diploma <input checked="" type="checkbox"/> Degree
Education & Training Field(s)	Relevant tertiary qualifications in government, public policy, economics or a related field.
Knowledge, skills, and abilities	<ul style="list-style-type: none"> • A passion for creating real change through policy development and advocacy. • Demonstrated understanding of campaigning strategies and techniques to successfully influence decision-making processes, including through parliamentary engagement, digital campaigns and directly activating campaign supporters. • Capacity to manage team members to achieve goals, including an ability to give constructive feedback and to prioritise tasks effectively. • Strong policy research and analytical skills, with the capacity to oversee policy development in a political context and with broad stakeholder input. • Demonstrated understanding of consumer policy in a core area, for example consumer rights, food policy or digital rights. • Excellent communication skills, including confident and clear public presentation skills and the ability to liaise effectively with a diverse range of people external to CHOICE. • Flexibility, including the capacity to adapt to changing policy issues.
CHOICE Organisational Values	<p>Our organisational values shape the way we work. All CHOICE staff need to demonstrate the following values:</p> <ul style="list-style-type: none"> • TRUTH - We are fearless in finding TRUTH. We speak it, hear it, see it, share it & live it • HELP - We HELP each other, our members & all consumers • IMPACT - We make an IMPACT with a mix of RIGOUR & HUMOUR

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