



Job Description

Job Title	Policy and Campaigns Advisor	Date	September 2013
Department	Campaigns and Communications	Type	Full-time
Reports to (title)	Lead Campaigner		

Purpose
To drive policy and advocacy on behalf of consumers across one or more of CHOICE's key campaign areas, which include energy, banking/finance, digital rights and food policy. The Policy and Campaigns Advisor will develop powerful and visible policies, and implement campaigns that engage consumers and influence decision-makers, resulting in tangible benefits to consumers. The Policy and Campaigns Advisor will work with key internal stakeholders to ensure that these policies and campaigns are promoted in CHOICE publications and channels as well as external media. This role will help consumers make informed decisions around products and services, and will be focused on creating real change with decision-makers, with industry and in markets.

Primary Focus - Responsibilities/Activities	Estimated Annual Time
Undertake policy analysis and research, including project-managing external research, prepare policy material, build strong relationships with a wide range of stakeholders in government, industry and the non-government sector.	25%
Develop and implement campaigns that involve consumer engagement and advocacy to achieve change.	20%
Promote CHOICE and communicate its positions on relevant issues at external meetings, conferences, consultations, in the media and similar.	20%
Produce and also work with editorial and online staff to develop accurate, informative, consumer-focussed content that, where relevant, is effectively linked to our campaigning and advocacy objectives.	10%
Work in collaboration with other staff to identify campaign actions and facilitate consumer involvement in campaigns.	10%
In consultation with the Lead Campaigner, project manage cross-team and cross-organisational projects related to campaigns on an as-needs basis.	10%
Provide advice and support to the Lead Campaigner, Director of Campaigns and Communications, CEO, Head of Media and Communications Advisor and other staff as required.	5%

Role in Business Process	
Position Scope	This role will take responsibility for driving policy and campaigning in one or more of CHOICE's key campaign areas, which are currently energy, banking/finance, food policy and digital rights. This role will also provide flexible contributions to other campaign efforts from time to time, and will be responsible for driving policy development and advocacy on second-tier issues as opportunities arise. The position

This description has been designed to indicate the general nature of work performed by employees within this position and in no way limits the Company in allocating additional accountabilities to the role. The actual duties, responsibilities, and qualifications may also vary based on assignment or group.

	will also have responsibility for project managing cross-team and cross-organisational projects related to campaigns on an as-needs basis.
Strategy and Development	The position is responsible for developing policy and contributing to the strategic direction of the relevant campaigns in conjunction with the Lead Campaigner. This position will have responsibility for project-managing cross-team and cross-organisational projects related to campaigns on an as-needs basis.
Decision Making	Decision making in this role will include the strategic and tactical directions of the relevant policy areas. Strategic decisions will be made together with the Campaigns & Communications team.
People Management	No direct reports.
Communication /Business Relationships.	The Policy and Campaigns Advisor has key business relationships with: Lead Campaigner, Director of Campaigns and Communications, Strategic Policy Advisor, Campaigns Coordinator, Head of Media, Communications Advisor, CHOICE journalists and the CHOICE Digital team. Cross-team and cross-organisational projects may also entail business relationships with CHOICE's Marketing and Finance departments. The Policy and Campaigns Advisor role may also involve day-to-day interactions and provision of guidance to any interns placed within the team. Provision of guidance to the Campaigns Coordinator as appropriate.
Fiscal responsibilities	None
Results	Contribute to meeting the 40,000 Consumer Actions and 20,000 campaign supporters goals for the Campaigns and Communications team.

Position Profile	
Experience (min. requirement)	Experience as a policy advisor, analyst or other equivalent position in the public, private or not-for-profit sector.
Requirement	A passion for creating real change through policy development and advocacy. Background as a policy advisor is ideal. Experience working in or researching policy areas relevant to CHOICE's campaign priorities will be highly regarded.
Education & Training (min. requirement)	<input type="checkbox"/> HSC <input type="checkbox"/> Diploma <input checked="" type="checkbox"/> Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> Professional Training / Certification <input type="checkbox"/> Other
Education & Training Field(s)	Relevant tertiary qualifications in public policy, economics, communications, law or a related field.
Knowledge, skills, and abilities	<ul style="list-style-type: none"> • Strong policy research and analytical skills. • Excellent communication skills, including: <ul style="list-style-type: none"> ○ Demonstrated ability to write clear, concise and effective policy and campaign documents for a range of audiences and media. ○ The ability to work cooperatively and to provide support and assistance to team members and other colleagues. ○ The ability to liaise effectively with a diverse range of people external to CHOICE, e.g. consumers, government, business, and non-government

This description has been designed to indicate the general nature of work performed by employees within this position and in no way limits the Company in allocating additional accountabilities to the role. The actual duties, responsibilities, and qualifications may also vary based on assignment or group.

	<p>organisations.</p> <ul style="list-style-type: none"> • Ability to develop strong campaigns that drive consumer engagement. • Knowledge of policymaking processes. Understanding of the processes of government decision-making would be an advantage. • Knowledge of one or more of CHOICE’s key campaign areas, and consumer issues broadly, would be highly regarded. • Flexibility, including the capacity to adapt to changing policy issues. • Effective work management skills, including the capacity to prioritise and focus on key outcomes in a complex policy environment, and the ability to balance short term and long term tasks and projects. • A sense of humour and generosity.
<p>CHOICE Organisational Values</p>	<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 • Help • Impact