



Seeking expressions of interest: Campaign Manager

Fair Agenda is a community of 37,000 Australians campaigning to win changes that bring us closer to a fair and equal future for women. We're looking for an experienced and driven campaigner to drive our community's campaigns, to develop key areas of the organisation's work, and to play a formative role in taking the organisation to scale.

The Campaign Manager will be responsible for developing and leading strategies on existing campaigns, and for leading the creation and delivery of new campaigns. They will be accountable for mobilising tens of thousands of Australians, and persuading political, corporate and community decision makers to put fair on the agenda. They will join a small but mighty team, and drive campaigning in a nimble, innovative and impact-focused organisation.

They will have the chance to drive impact on a range of issues, including: addressing gendered violence, improving women's representation, defending reproductive rights and reducing women's economic inequality. Beyond responsibility for identifying, running and winning campaigns, the Campaign Manager will also own Fair Agenda's success in one or more other areas, which could include member engagement, member fundraising, narrative shifting, securing media coverage, or member development and leadership.

About Fair Agenda

Fair Agenda's small but mighty team supports members from all backgrounds and walks of life to strategically mobilise on issues that matter to them.

We leverage rapid online, social and media campaigning tactics to put issues affecting women on the agenda for decision-makers in parliaments, business and the community - to change policies that limit the potential of women.

Our community works in partnership with service providers, policy experts, and people with lived experience to drive digital, media and on the ground campaigning actions to influence decision-makers and change the policies that change our lives.

Our community campaigns on a broad range of women's rights issues. Our top (community set) priorities at this stage are: addressing gendered violence, protecting reproductive rights and improving women's representation.

Since launching 4 years ago the Fair Agenda community has helped win major changes that have improved more than a hundred thousand women's lives, including:

- Helping to secure an additional \$150 million of federal funding to improve responses to family and domestic violence,
- Blocking cuts to working parents' time to care for their newborns that would have hurt 79,000 working families a year,
- Working with partner organisations to help stop \$34 million of scheduled cuts to Community legal Centres, which would have hurt tens of thousands of women affected by family violence,
- Securing \$4 million of additional funding for domestic violence hotline 1800 RESPECT to ensure thousands of women's calls weren't left unanswered, and

- Helping to secure a commitment to introduce new legislation to modernize abortion laws in Queensland, and then ensuring a record number of publicly pro-choice MPs were elected to the next Queensland parliament.

About the role

The Campaign Manager will develop and lead strategies on new and existing campaigns. They will deliver tactics to mobilise tens of thousands of Australians, and persuade political, corporate and community decision makers to put fair on their agenda.

The Campaign Manager will work closely with the Executive Director and partner organisations to shape campaigns and innovate tactics to influence change.

Specifically, the Campaign Manager will be responsible for:

- Taking an active leadership role in the development of organisational strategy,
- Developing campaign strategy and managing the delivery of campaigns that improve the lives of women,
- Developing and delivering tactics to win changes to policy and practice,
- Identifying key rapid response campaign opportunities and developing and executing rapid response campaigns,
- Writing and editing campaign communications,
- Supporting and training Fair Agenda members to participate in or lead campaign activities,
- Developing media strategies, writing press releases, pitching stories and organising media actions,
- Testing new approaches to grow the impact of the Fair Agenda community,
- Developing and delivering tactics for member fundraising,
- Contributing to philanthropic fundraising, and
- Other ad hoc activities as discussed with the Executive Director.

Beyond responsibility for identifying, running and winning campaigns, the Campaign Manager will also own Fair Agenda's success in one or more other areas, which could include: member engagement, member fundraising, narrative shifting, traditional media coverage, and member development and leadership. They will also have the opportunity to run some campaigns from end to end.

As the Campaign Manager your day might involve things like:

- Working alongside the Executive Director and partners to develop strategy on a major campaign for a change in political policy,
- Researching and developing a campaign strategy to convince a company to improve its policy on an issue affecting women,
- Developing and delivering a plan to secure media coverage around your campaign issue,
- Analysing data and developing strategies to step up a key area of Fair Agenda's work,
- Shaping and delivering key parts of an election campaign to secure commitments to improve the safety of women affected by domestic violence,
- Researching campaign backgrounds and developing policy backgrounders,
- Organising actions to stand in solidarity with, and amplify the voices of survivor advocates,
- Delivering a skype training to a grassroots Fair Agenda group to prepare them for a meeting with a decision-maker, or
- Briefing a volunteer to prepare a research brief for a campaign.

Skills and experiences you'll need to bring

The key skills and experience for this role are:

- The ability to develop a theory of change and campaign strategy,
- Experience and comfort leading the development and delivery of campaign tactics,
- Proven ability to have impact through previous campaigning,
- Excellent copy writing and communication skills, with a proven capacity to write in campaign email and campaign page formats,
- Comfort in fast-moving work environments,
- A can do attitude and the ability to learn new skills and adapt to new contexts quickly,
- Attention to detail,
- A strong drive and ability to flourish in a self-directed work environment,
- A dedication to building a fair and equal future for women.

Additional skills and experiences considered valuable:

- Understanding of and/or training in anti-oppression,
- People management experience,
- Experience working productively with decision-makers from across the political spectrum,
- Proven ability to secure media coverage,
- Proven ability to achieve fundraising results through online and/or major donor relationships,
- Experience maintaining or growing an online membership,
- Proven ability to maintain productive working relationships with partner organisations,
- Experience managing brand and campaign risks,
- Experience campaigning in an election context,
- Experience managing an area of an organisation's work, and/or
- Experience using Nationbuilder.

Working with Fair Agenda

As an organisation, Fair Agenda works to live up to these values:

- Making sure our work is impact focused
- Being intersectional in our approach
- Being collaborative wherever possible, and
- Standing with, not speaking for.

As a team, our cultural principles are:

- We value our people, and recognise that people have lives beyond work (and that those lives sometimes throw us curve balls),
- We celebrate success (with cake!),
- We value constructive feedback, to make sure we're having the greatest impact possible, and
- We're willing to try new things, and recognise that not all of them will succeed – and believe in “failing fast”.

While Fair Agenda itself is a very small team – but we're part of a broader community in Progress Central, where we share office space and community with dozens of campaigners working on social and environmental justice issues. On sunny days we take lunch in a park down the road, and have Friday after work drinks at the office every month.

Further information

This role can be taken on a 0.8 FTE loading or full time basis. Flexible working conditions are negotiable.

The work will commence from a negotiable start date in early June, on an initial 6 month contract, with a possibility of extension.

The indicative salary range for this role is \$70,000 - \$76,000 pro rata per annum (plus super).

There is a preference for this role to be located from Fair Agenda's office space in Melbourne, but applications from people willing to work remotely from other locations will also be considered.

We note that Fair Agenda recognises that issues of gender inequality disproportionately affect people who are also marginalised for other reasons – including Aboriginal and Torres Strait Islander peoples, people of colour, people from working class backgrounds, and LGBTQI people. We believe that these communities must be centered in Fair Agenda's work, and strongly encourage people who are members of these and other marginalised communities to apply.

To express interest

To express interest in this role, please send a cover letter outlining your relevant experience, an example of a campaign email (or other piece of communications material) you have written, a very brief summary of your impact through previous campaigns (less than one page), and a copy of your CV to Renee Carr via info@fairagenda.org.

Expressions of interest will close at **Midnight Thursday 3rd May 2018**.

Candidates shortlisted for the role will be asked to complete a practical task between Saturday 5th May and Tuesday 8th May.

We anticipate the final candidates will be invited to interview between Thursday 10th May and Saturday 12th May 2018.