



## Seeking expressions of interest: Senior Campaigner

Fair Agenda is a community of 37,000 Australians campaigning for a fair and equal future for women. We're looking for an experienced and driven campaigner to join our small but mighty team, and help drive core areas of work.

The Senior Campaigner will be responsible for mobilising tens of thousands of Australians, and helping to persuade political, corporate and community decision makers to put fair on the agenda. They will drive campaigning in a nimble, innovative and impact-focused organisation, and have impact on a range of issues, including: addressing gendered violence, reducing women's economic inequality, and defending reproductive rights.

### About Fair Agenda

The Fair Agenda 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.
- 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 Senior Campaigner will deliver tactics to mobilise tens of thousands of Australians, and persuade political, corporate and community decision makers to put fair on their agenda.

They will work closely with the Executive Director to drive campaigns and innovate tactics to influence change.

Specifically, the Senior Campaigner would be responsible for:

- Developing and delivering tactics to win campaigns on issues affecting women,
- Writing and editing action emails to Fair Agenda members,
- Writing press releases, pitching stories and organising media actions,
- Helping drive growth in the size of Fair Agenda's membership,
- Developing and delivering tactics for member fundraising; including working on a small regular donor program,
- Supporting and training Fair Agenda members to participate in or lead campaign activities,
- Driving rapid response campaign actions when issues make the headlines, and
- Other ad hoc activities as discussed with the Executive Director.

As the Senior Campaigner your day might involve things like:

- Working alongside the Executive Director and partners to plan tactics on a major campaign to change a policy affecting women,
- Writing an email to tens of thousands of Fair Agenda members, to engage them to take a campaign action,
- Delivering a skype training to Fair Agenda members to prepare them for a meeting with a decision-maker,
- Scripting and recording a video to explain a campaign issue to Fair Agenda members,
- Organising actions to stand in solidarity with, and amplify the voices of survivor advocates,
- Delivering key parts of an election campaign to secure commitments to improve the safety of women affected by domestic violence,
- Analysing data about member actions, to understand how to better engage members of the Fair Agenda community,
- Researching campaign issues and developing policy backgrounders, and
- 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:

- Experience and comfort developing and delivering campaign tactics,
- An understanding of campaign strategy, and experience working on a community driven campaign,
- Excellent copy writing and communication skills, with a proven capacity to write in campaign email and campaign page formats,
- Attention to detail,
- Comfort in fast-moving work environments,
- A can do attitude and willingness to learn new skills and adapt to new contexts quickly,
- 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,
- Experience engaging productively with decision-makers from across the political spectrum,
- Proven ability to drive impact through previous campaigns,
- Proven ability to achieve fundraising results through online and/or major donor relationships,
- Experience maintaining or growing an online membership,
- Proven ability to secure media coverage,
- Proven ability to maintain productive working relationships with partner organisations,
- Experience managing brand and campaign risks,
- Experience campaigning in an election context, and/or
- Experience using Nationbuilder.

### **Working with Fair Agenda**

As an organisation, we work to live up to these values:

- Making sure our work is impact focused
- Being intersectional in our approach
- Being collaborative wherever possible
- 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,
- 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, 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 nearby park, 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 for extension.

The indicative salary range for this role is \$60,000 - \$66,000 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, and a copy of your CV to Renee Carr via [info@fairagenda.org](mailto:info@fairagenda.org).

Expressions of interest will close at **Midnight Thursday 3<sup>rd</sup> May 2018**.

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

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