**POSITION DESCRIPTION – HEAD OF POLICY & CAMPAIGNS**

**POSITION DETAILS**

Position Title: Head of Policy & Campaigns

Reports To: Executive Director

Position Type: Full time

Date issued: May 2019

**MAIN PURPOSE OF POSITION**

The Head of Policy & Campaigns is a member of ActionAid Australia’s Leadership Team and is responsible for building our people power and driving campaigns and advocacy strategies that amplify the voices of the women we work with around the world. This includes management of a small and dynamic team focused on policy, campaigns and community organising that are focused on driving forward ActionAid’s strategic priorities of economic justice and climate justice for women, and their rights in emergencies.

Key objectives of the role include:

* To build the engagement of ActionAid’s activist network and online supporter base to drive campaigns, engage Australians on priority issues and build solidarity with women around the world;
* To drive campaigns on strategic priorities that seek to expose global injustices facing the women we work with and result in changes in government policy and corporate practice;
* To oversee policy and research that contributes credible alternatives to the systems and practices we are challenging; and,
* To provide strategic oversight and management of the Policy and Campaigns team promoting a strong culture of collaboration and integration and in line with feminist leadership principles, AAA’s Team Charter, values and HR policies and practices.

**KEY ROLES AND RESPONSIBILITIES**

|  |  |
| --- | --- |
| **Key Responsibilities** | **Tasks/Duties** |
| **Campaigns**  | * Responsible for the strategic and operational leadership of the Policy and Campaigns team and the organisation’s campaigning programme.
* Lead the research, design, implementation and monitoring of campaign strategies that create political and social change in line with ActionAid’s strategic priorities, leading to the recruitment of new supporters and raising ActionAid’s profile.
* Lead the delivery of high-quality and distinctive campaigns that promote our campaign signature, brand and remain grounded in the realities of women living in poverty and exclusion.
* Drive planning, budgeting and monitoring/evaluation processes to ensure we meet change and organisational objectives.
* Oversee the development of compelling campaign communications that amplify the voices of the women we work with in collaboration with communications staff, including press releases, emails, petitions and website copy and the development of other campaign materials including video and print materials.
* Grow the number AAA online supporters and increase engagement and campaign actions taken online, and expand the reach of ActionAid campaigns by collaborating with communications staff to increase media coverage and social media reach.
* Work with ActionAid’s global engagement team to ensure campaigns are grounded in the experiences of the women we work with.
* Represent ActionAid through public speaking, media and external events.
* Work cross-functionally with other members of the Leadership Team to ensure campaigns are integrated into ActionAid’s work and inspire and engage the whole organisation.
* Work with the ActionAid Federation to support the delivery of global campaigns, and work with other ActionAid offices at key moments to lend solidarity to global campaigns in line with AAA’s strategy.
 |
| **Movement & alliance building**  | * Oversee the development of the AAA activist network of volunteers around Australia that engages Australians in our campaigns and political advocacy work
* Oversee the development of AAA’s digital campaigns, including working with fundraising and communications staff to develop a cohesive strategy across all of AAA’s digital channels.
* Build and maintain relationships with women’s rights and other alliances, with a focus on providing support and solidarity for social movements and working collaboratively across Australian civil society.
* Represent ActionAid Australia in the media, at meetings with government ministers and senior officials and events to build ActionAid Australia's profile and reputation.
	+ Establish positive relationships with peers in AA country programs and ActionAid Global Secretariat
 |
| **Policy, Research & Government Relations** | * Work with relevant program, communications and policy staff across the organisation to strengthen ActionAid Australia’s capacity to influence policy positions that achieve our strategic priorities.
* Oversee AA Australia’s policy development, submissions and research ensuring these promote credible, evidence-based alternatives.
* Establish relationships and represent ActionAid, its policies, and strategic priorities with parliamentarians, government departments, businesses and NGO representatives together with the Executive Director and Global Engagement team.
 |
| **Organisational leadership and management** | * As a member of the Leadership Team, contribute to the development, implementation and monitoring of the organisation’s strategy and annual workplan and budget, including sound financial management of the Policy & Campaigns budget.
* Provide strategic oversight of the Policy and Campaigns team, promoting feminist and inclusive leadership, and building a strong and integrated team with a culture of collaboration and respect for diversity.
* Oversee staff learning and development opportunities and adherence to AAA’s HR systems and processes, including the de-centralisation of decision-making to the appropriate level to drive effectiveness, efficiency and empowerment of staff.
* Contribute to the planning and preparation of Board meetings and engage in strategic conversations with the Board on relevant areas.
* Work with peers on the Leadership Team to ensure effective cross-functional work and drive efforts to ensure policy and campaigns are grounded in the voices of the women we work with.
* Lead the development and review of manuals and policies as per the Accountability and Decision-Making Framework.
 |

**SKILLS & COMPETENCIES REQUIRED**

* A commitment to ActionAid’s mission, including women’s rights and global justice
* Tertiary qualification in a relevant field.
* Significant experience developing campaign strategy, using a collaborative and analytical approach, both independently and working with alliances and partners.
* Previous experience executing effective campaigns that deliver tangible change, using a range of tactics that include policy, research, lobbying, digital campaigning, and community organising.
* A solid grasp of digital campaigning platforms and best practice
* A sound knowledge of community organising best practice and experience working collaboratively with volunteer networks to deliver campaigns.
* Exceptional political analysis, research and campaign strategy development skills with a solid understanding and analysis of Australia’s political system, institutions and environment
* Strong experience developing policy positions and submissions, and coordinating and developing research for campaigns.
* Experience of leading and developing dynamic teams and a commitment to feminist leadership.
* A track record of successful project management for complex projects. Ideally this experience will come from campaign leadership.
* An extensive network in Australian and experience in building coalitions.
* Outstanding written and verbal communication skills with strong experience writing and editing copy for campaigns.
* A high degree of initiative and self-drive.

**APPLICATION PROCESS**

**How to apply:**

Please submit a copy of your CV and a cover letter responding to the broad requirements of the role to

hr@actionaid.org. Applications close at 9:00am on Monday 3 June 19 May 2019. Unfortunately, due to the number of applications we receive, only shortlisted applicants will be contacted.

*ActionAid is an equal opportunities employer, and is always actively looking for applicants from a diverse range of genders, cultures, language groups, abilities, and experiences to apply. To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa or be eligible to apply for one.*

*Secondment from other ActionAid offices will be considered.*