# Position Description

**Position Title:** Campaigns and Membership Strategy Officer

**Salary Range:**

**Reports To:** State Secretary

**Location:** 7 Grattan St, Carlton VIC

**Date:**

**Position Overview**

We are seeking a highly motivated and driven individual who can work with HACSU leadership and build key external stakeholders to deliver on strategic outcomes. Reporting to the State Secretary, the Campaigns and Membership Strategy Officer will be responsible for developing, leading and coordinating campaigns on issues of strategic importance to members—this includes member and stakeholder engagement alongside political lobbying. The position will be responsible for strategic development, leading and implementing political, industrial and community campaigns on issues of importance to members. The position will also be leading a small team of approximately 7 staff comprising of the Media, Membership and Recruitment areas of the Union.

**Organisational Context**

The Health and Community Services Union (HACSU) forms part of the national Health Services Union (HSU). HACSU represents members who work in the Disability, Mental Health and Alcohol and other Drug sectors. HACSU is one of Victoria’s fastest growing unions, with approximately 10,000 members. Our members are at the forefront of nation-changing initiatives such as the National Disability Insurance Scheme (NDIS) and will take an active part in the Royal Commission into Mental Health.

HACSU’s role is to ensure our members have a voice and that we advocate strongly for them, which supports membership growth, and, by extension, the collective power of working people. Through this, we ensure that HACSU members have a strong and powerful voice in the debates that shape their working lives, the services that they work in, and the people they care for.

**Principal Duties**

- Working with the Secretary, the Assistant State Secretary, HACSU officials and, from time to time, HSU National employees to devise, coordinate and implement campaigns in industry sectors.
- Develop and maintain relationships with HACSU officials and key external stakeholders (e.g. other unions, peak bodies, politicians, etc.)
- Development of briefs for use in political lobbying.
- Brief and provide advice to HACSU leadership in relation to ongoing projects, campaigns and emerging industry issues.
- Manage externally commissioned service providers/consultants engaged to provide services to the union
- Lead a small team within the union and ensure that all team members are being mentored and provide ongoing professional development
- Ensure, with the assistance of the team, that the “membership experience” is smooth and to our members needs as is reasonably practicable.
- The successful applicant will be required to perform some out-of-hours work and undertake regional and interstate travel.

**Essential Requirements**
- Strong experience in developing, leading and coordinating campaigns.
- Extensive stakeholder engagement experience.
- Outstanding written and verbal communication skills, with the ability to tailor messages to different audiences.
- Demonstrated project management skills, and experience in managing multiple projects simultaneously.
- High-level digital literacy skills, including an understanding of industry-leading online campaigning tools and platforms.
- Ability to work independently under limited supervision.
- Strong leadership skills.
- Strong IT skills.
- Demonstrated commitment to the values and underlying principles of the union movement, social justice, community development and equity.
- Knowledge of /or experience in the health and community services sector is desirable, although not essential.
- Tertiary qualification in a relevant field and /or extensive experience in a similar role.