

ORGANISATION INFORMATION

Position title	Campaigner	Position type	Full time, Ongoing
Reports to	Associate Director, Marketing and Communications	Hours per week	38
Team	Marketing and Communications	Award classification	SCHADS 4
Direct reports	0	Budget	TBD
Date reviewed	August 2021		

ABOUT PLAN INTERNATIONAL AUSTRALIA

Who are we? What do we do?

Put simply, we're the charity for girls' equality.

We tackle the root causes of poverty, support communities through crisis, campaign for gender equality, and help governments do what's right for children and particularly for girls.

We believe a better world is possible. An equal world; a world where all children can live happy and healthy lives, and where girls can take their rightful place as equals. This is the world you will help us create.

What does it feel like?

- You will get up each day feeling like you are helping create justice for vulnerable children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding in all you do.

WHAT WILL YOU BE DOING IN THIS POSITION?

The Campaigner position exists to create opportunities for the Australian public to play an active role in the movement for a just world for children and equality for girls. The position is responsible for designing and executing public advocacy and supporter engagement campaigns that align with PIA's advocacy, influencing, marketing and communications priorities.

Situated within the Marketing and Communications Team, the role works in close coordination with colleagues across the organization, particularly the Partnerships and Influencing and Individual Giving teams, to ensure PIA's

marketing, communications and influencing agenda is underpinned and amplified by public support. This includes developing content that communicates PIA's purpose to new and existing audiences and helps drive support through campaigns for our cause.

With a primary focus on digital campaigning, the role will develop and implement strategies that inspire PIA target audiences and supporters to take part in online activism in a sustained fashion over time. This includes growing PIA's digital campaigning presence, working with marketing colleagues to develop and engage new audiences, and deepening connections with supporters in order to drive engagement, fundraising, action and impact.

Working in close collaboration with the Digital Marketing Adviser and colleagues in the Individual Giving and Data and Insights teams, the role will steward financial supporters to become activists and vice versa, growing supporters' sense of connection to PIA, its mission and each other. It will also play a critical supporting role in advancing PIA's supporter journeys and related systems, including CRM and marketing automation.

The role will coordinate PIA's participation in advocacy campaigns with alliances and networks as appropriate, including within the global Plan International federation, and will identify and attract new partners to support PIA's work to ignite a movement for gender equality with a focus on girls and vulnerable children.

Together with leaders across the organisation, the role will ensure the adoption of safeguarding policies and feminist leadership principles, ensuring whole of organisational alignment with the mission and values of the organisation, through the development of networked, collaborative, organisational approaches to work.

TELL ME MORE (KEY RESPONSIBILITIES AND ACCOUNTABILITIES)

Campaign strategy and development

- Develop and implement public campaigns, ensuring they contribute to the achievement of PIA's engagement and influencing objectives
- Identify opportunities to engage target audiences and drive systemic change through partnerships, participatory initiatives or special projects, leading the implementation of these as appropriate, in collaboration with Partnerships and Influencing Team and Country Office colleagues
- Build strong connections with staff across the Plan International federation engaged in movement building and campaigning, leading PIA's involvement in international working groups as appropriate
- Represent PIA externally in key campaign alliances and networks (eg. ACFID) as required, making recommendations for PIA's involvement in sector-wide campaign initiatives
- Report back on campaign activities, highlight learnings and ensure recommendations are implemented
- Use campaigning to build a larger number of Plan supporters over time including developing the supporter journey for advocacy related activity in the ECRM, automating where possible
- Support in-country youth campaigning and solidarity work as part of Plan's Global Strategy and Plan Australia's Corporate Strategy.

Digital campaigning

- Deliver tactics that grow our community of campaigners, deepen their connection to PIA and our mission, and drive them to play an increasingly active and meaningful role in creating change
- Create emails, social media posts and automated journeys that inspire action and strengthen engagement and connection with PIA supporters
- Manage and maintain campaigning content on the PIA website
- Manage, and if need be source, appropriate digital campaigning platforms for petitions, donations, and other calls to action

Content creation

- Create and coordinate development of campaign content and collateral
- Plan execute strategic communications for supporters
- Support the organisation to develop and deliver new strategic approaches to creating, sourcing and disseminating powerful content to drive supporter engagement
- Ensure all campaign communications support PIA's brand raising ambitions
- Ensure campaign and supporter engagement content is aligned across teams

WHAT DO I NEED TO BRING? (KEY SELECTION CRITERIA)

- Demonstrated leadership of successful advocacy campaigns and community campaigning approaches that achieve influencing objectives, ideally in a youth, gender or international development context

- Experience using digital tactics in a campaigning environment; ideally a political or issue-advocacy campaign that had media profile and resulted in a win
- Excellent written and oral communication skills, including the ability to translate complex policy ideas for a public audience
- Experience using innovative and creative digital approaches as part of a communications or campaign strategy
- Strong knowledge of the current best practices in digital campaigning and fundraising, including: web content, SEO and UX, social media, emails and marketing automation, digital advertising, CRM and messaging platforms.
- A good sense of "moment," timing, and outstanding judgment in determining what will resonate with our audiences
- A willingness to test and innovate until you succeed, not relying on the status quo and not being too risk averse
- Good project and time management skills, being able to plan project work in a structured way that allows others to understand what will be delivered and when
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing power

HOW WILL I KNOW IT'S GOING WELL? (KEY PERFORMANCE INDICATORS)

- Campaigns are aligned with PIA's strategic priorities, with evidence that public campaigning is contributing to impact and influence
- Increasing numbers of supporters are taking action on PIA campaigns with increasing frequency and depth
- Campaigning initiatives, partnerships and projects are generating high visibility and cut-through with media, partners and/or political audiences
- Digital campaigning supports fundraising acquisition and engagement objectives with increasing effectiveness and volume and good return on investment

WHO WILL I WORK WITH?

Along with your team, you will work closely with:

- The Individual Giving Team
- The Partnerships and Influence Team
- The Data and Insights Team

WHICH FORMAL GROUPS WILL I BE A PART OF?

You may be a member of the Centre of Digital Excellence.

SAFEGUARDING REQUIREMENTS

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children and young people are safeguarded and protected.

High <input type="checkbox"/>	Details	
Police Check Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Working With Children Check Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Global Anti-Terrorism Screening Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>