

**UNITINGCARE  
AUSTRALIA  
POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Campaign Engagement Officer
<b>TERM OF APPOINTMENT:</b>	6 months (with possibility of extension)
<b>REPORTS TO:</b>	Director Communications and Public Affairs

**UnitingCare Australia (National Office)**

UnitingCare Australia is the national body for the Uniting Church in Australia's community services network, one of the largest network of community service providers in Australia. We are an agency of the National Assembly, with our own Board but also accountable to the General Secretary of the Uniting Church.

UnitingCare Australia is committed to speaking with and on behalf of those who are the most vulnerable and disadvantaged, for the common good. UnitingCare Australia works with and on behalf of the UnitingCare Network to advocate for policies and programs that will improve people's quality of life. We have for some time wanted to strengthen our connection to the Uniting Church community, so that there is more exchange of information about what each is doing and how we can support each other.

**The 'It's Time to Care About Aged Care' Campaign (the Campaign)**

Ensuring equity in later life, access to quality aged care and tackling ageism are critical unfinished business for Australia.

The Royal Commission into Aged Care Quality and Safety is on track to deliver an historic set of recommendations, which if implemented, would radically transform aged care into a rights-based system that delivers high quality care for all older Australians.

UnitingCare Australia has joined with five other aged care peak bodies to deliver the national Campaign, recognising that we have the best chance in a generation to secure the transformation of aged care that is needed. This is a "hearts and minds" campaign to activate community sentiment about the importance of aged care, and secure bipartisan political commitment to a new rights-based aged care system.

The success of the Campaign will rely on community members who care about aged care communicating this to their local members of the Australian Parliament, and Senate representatives. We believe that many members of the Uniting Church care, and with support can contribute to creating a groundswell of support for the campaign.

### **About the role**

We are seeking a highly motivated individual with appropriate skills to take the campaign to the Uniting Church community and ensure this campaign is successful.

Working with the National Campaign Director and the National Office, the Campaign Engagement Officer will recruit the contacts and create the networks needed to ensure the Campaign has a broad base of support from within the Church. The Campaign Engagement Officer will coordinate 'grass roots' activities with the broader campaign and communicate as necessary to align activities with the Campaign Strategy.

The Campaign Engagement Officer will work with this support base to enable them to express their values and ambition to be part of delivering a major social policy change for the benefit of all Australians. We are seeking a person with the commitment, drive and proven experience in working with communities to ensure they succeed.

### **KEY RESPONSIBILITIES**

- Work to deliver a 'grass roots' campaign strategy across the life of the Uniting Church nationally - within, and contributing to, the broader Campaign Strategy.
- Liaise with Church communities and groups to develop networks of interested members and support them to campaign according to the overarching Campaign strategy.
- Develop and implement a detailed operational plan, to ensure the delivery of key tasks, items and actions on time.
- Contribute to 'earned media' opportunities including identifying opportunities to contribute case studies or social media materials.
- Support Church communities to participate in the Campaign by supporting a results-driven and ethical culture characterised by teamwork, innovation, creativity, self-sufficiency and evaluation.
- Under the guidance of the National Campaign Director, ensure compliance with relevant federal/state laws and regulations, including with regard to election laws and third party campaigning.
- Management of contact details and personal information according to appropriate data security and privacy standards are met.

### **OTHER DUTIES AS REQUIRED**

The duties within this position description may be varied from time to time by the National Director. Any variation shall be done so in consultation with the position incumbent.

### **ORGANISATIONAL RELATIONSHIPS AND ACCOUNTABILITY**

The Campaign Engagement Officer will be employed by UnitingCare Australia, an

Agency of the Uniting Church Assembly. UnitingCare Australia is located in Barton, ACT in Barton, Canberra, although location of the role is flexible.

## **KEY SELECTION CRITERIA**

The successful applicant will be able to demonstrate their capacity to drive a national grassroots campaign. The key attribute we are seeking is the capacity to ensure their approach is collaborative and builds the relationship between UnitingCare Australia and the Church community.

### **ESSENTIAL**

1. Highly developed stakeholder and relationship management skills, and demonstrated ability to ensure outcomes are achieved through collaborative work with community members.
2. Capacity to understand Church structures and protocols and work within them.
3. Excellent judgement and capacity to provide advice (with guidance) to ensure that community activities are consistent with the national campaign strategy.
4. Sound organising and project management skills.
5. Outstanding written and verbal communications skills.
6. Demonstrated ability to work and succeed under pressure, to determine personal and team priorities and meet deadlines, and work effectively as part of a team.
7. Commitment to the values and mission of the campaign.
8. Demonstrated track record of professional and ethical conduct.

### **DESIRABLE**

9. Relevant existing networks.
10. Experience in organising advocacy campaigns or in developing and implementing media strategies.
11. Knowledge of aged care and ageing policy and issues in Australia.
12. High level understanding of the Australian political environment and demonstrated political acumen.
13. Knowledge of aged care and ageing policy and issues in Australia.



## **GENERAL CONDITIONS OF EMPLOYMENT**

The role is full-time for a fixed period of 6 months however there is a possibility of extension.

Salary will be negotiated according to the level of experience and skills of the successful applicant.

Referee checks from at least two independent referees are mandatory and will be conducted prior to an offer of employment being made.

Pre-employment checks may include a police check, requirement for proof of identity, evidence and currency of qualifications, driver's licence and other relevant personal documentation.