

Communications and Campaigns Lead

As the Communications and Campaigns Lead, it's my role to develop, design and deliver the agency's advocacy campaigning agenda to engage and steer support in line the Caritas Australia's policy framework.

I am a member of:

Marketing &
Communications team

I report to:

Manager, Marketing &
Communications

My role is based in:

Alexandria, Sydney

My role is classified:

SCHADS Level 5

I am committed to:

- the mission of Caritas Australia in our quest to end poverty and injustice through the realisation of human dignity for all people
- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good
- our Code of Conduct which outlines the professional behavior that is expected of me
- the safeguarding of children and vulnerable people in line with laws, standards and Caritas Australia's policies and procedures

In my role, I am accountable for:

- Developing and driving the implementation of Caritas Australia's communications and advocacy campaigning strategy, in the context of Caritas Australia's identified policy priorities across social and climate justice
- Engaging and maintaining relationships with stakeholders, including driving involvement across relevant sector campaigning
- Designing and delivering campaigns that engage and steer supporter and public opinion and action across key development and humanitarian issues
- Activating cross-agency campaign project teams across digital, brand, media and community engagement
- Developing online and offline campaign materials, including campaign messaging and narrative
- Acting as Caritas Australia's representative on Caritas Internationalis' Global Campaign Taskforce and contribute to the development, promotion, monitoring and evaluation of global campaigns through the international confederation
- Building a Caritas Australia campaign community and platform, and nurturing this community via targeted journey touchpoints, including testing and measurement, as well as relevant training and advocacy support
- Monitoring, Evaluation, Accountability and Learning (MEAL) of quality and effectiveness of engagement and campaign performance
- Providing support to ensure that Caritas Australia's communications are compliant and contributing to accreditation reporting, while autonomously running projects such as the Annual Report
- Helping to deliver Caritas Australia's messaging and brand guidelines across internal and external stakeholders

<NAME>

For this role I need these skills and experience:

- Bachelor degree in communication or related field.
- Demonstrated experience in corporate affairs in particular stakeholder management and development, implementation and analysis of campaigns that advocate on social justice issues, including climate justice.
- Proven track record in writing and editing for a variety of stakeholders and audience types to publication level. Excellent verbal communication skills.
- Demonstrated experience in building trustful and positive working relationships with collaborative teams, including integrative cross-team environments.
- Experience in concurrently managing projects, and business as usual activities.
- Willingness to be available to travel interstate and/or internationally at infrequent times.
- A strong commitment to the Mission of Caritas Australia, in our quest to end poverty through the full realisation of human dignity and wellbeing for all, and to the Catholic Social Teaching principles which underpin our work globally.

In my role, I will interact primarily with:

- Communications & Marketing Manager – to keep informed on work in progress, receive guidance and to escalate issues as required
- Advocacy, Policy and Research Lead – to ensure cross-collaboration on projects and gain insights and direction on Caritas Australia's policy agenda
- Marketing & Communications team – to ensure cross-collaboration on projects and content
- Community engagement team – to ensure cross-collaboration on projects
- Fundraising team - to ensure cross-collaboration on projects
- International Programs team – to source and coordinate content, data and other requirements

For this role I am required to have:

1. WWCC (if applicable)
2. Police check
3. Clearance from counter terrorism