



## Position Description

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<b>Position Title:</b>	VIC Community Campaigner
<b>Team / Business Unit:</b>	Community Campaigns Team / Campaigning Unit
<b>Location:</b>	Melbourne
<b>Manager:</b>	Manager Community Campaigns
<b>Date Original Prepared:</b>	November 2003
<b>Date Revised:</b>	May 2007
<b>Classification:</b>	Level 3
<b>Salary 3.1:</b>	Base Salary- \$59,040.00 p.a. + superannuation Commercial Equivalent Salary Package- \$70,975.00 p.a.
<b>Status:</b>	Permanent (F/T)
<b>Hours:</b>	75 per fortnight

### Primary Objective(s)

To strengthen Amnesty International Australia's (AIA) capacity to support, engage and strategically mobilise people to ensure successful outcomes for the organisation's human rights campaigns. This role plays an important part in building and strengthening support for AIA's campaigns in Australian communities.

### Reporting Relationship

This position reports directly to the Manager Community Campaigns as line manager. This role has one direct report. The role may supervise relevant contract/casual staff and volunteers as required.

### AIA Team

The Campaigning Unit develops and implements strategies for change to achieve AIA's human rights goals. The Unit provides campaign issues expertise, develops campaign strategy and engages and mobilises activists and supporters to build community support for AIA's human rights campaigns.

The Community Campaigns team implements AIA's campaigns at the regional level through mobilising and supporting our activists and supporters. The Community Campaigns team takes a leading role in maintaining AIA's relationships with regional civil society and local decision makers.

# Amnesty International Australia

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### Key Accountabilities

KEY RESULT AREAS	MAJOR ACTIVITIES	WEIGHTING
1. Campaign facilitation, coordination and development in AIA region	<ul style="list-style-type: none"><li>• Develop and implement regional campaign and strategies consistent with AIA's campaign and organisational objectives.</li><li>• Coordinate and implement AIA-wide campaign activities and events in the region.</li><li>• Coordinate media and public relations strategies.</li><li>• Identify and respond to campaign opportunities unique to the region that further AIA's campaign and organisational objectives.</li><li>• Develop, facilitate and carry out regional training to strengthen campaigning skills across AIA.</li><li>• Manage relationships with external groups in cooperation with Branch Committees and Action Group conveners.</li><li>• Work with Branch Committees to ensure effective involvement of AIA activists and other stakeholders in campaign development and execution.</li><li>• Provide advice and support for organisers of regional events and activities, ensuring they further AIA campaign objectives.</li></ul>	40%
2. Activist support and coordination	<ul style="list-style-type: none"><li>• Facilitate strategic and coordinated development of activism within the region including the identification of new audiences and new supporters.</li><li>• Identify and analyse potential for growth of new Action Groups in the region.</li><li>• Implement and evaluate strategies to strengthen participation of activists in AIA campaigns and activities.</li><li>• Work with internal stakeholders to support the development and implementation of AIA's mobilisation projects</li><li>• Work to develop, implement and evaluate new forms of activism and ensure there are pathways for</li></ul>	30%

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KEY RESULT AREAS	MAJOR ACTIVITIES	WEIGHTING
	<p>ongoing engagement.</p> <ul style="list-style-type: none"> <li>• Supervise, manage, train and mentor activists to ensure their development as defenders of human rights</li> <li>• Supervise, mentor, manage, and train interns</li> </ul>	
<p>3. Organisational development</p>	<ul style="list-style-type: none"> <li>• Participate in campaign and other project teams to ensure the development and effective use of strategies, tools and techniques to engage grassroots support</li> <li>• Work with other team members to ensure effective coordination of AIA's campaign activities across Australia.</li> <li>• Ensure the effective planning and strategic evaluation of activities within the region, including facilitating activist involvement.</li> <li>• Manage budgets for the region</li> <li>• Support the Branch Committees to fulfill their governance requirements and ensure that members can easily participate in AIA decision making.</li> <li>• Manage communications within organisational guidelines to maintain and strengthen internal and external relationships in the region.</li> <li>• Ensure activists comply with AIA policies and procedures.</li> <li>• Identify and manage risks to AI, staff and supporters within the region.</li> <li>• Develop and implement processes for effective support for volunteers, ensuring role clarity and evaluation of their work in cooperation with Regional Administrative Officers (RAO)</li> <li>• Work with the Branch Committees to ensure AIA's members, activists and supporters can participate in movement-wide consultations.</li> </ul>	<p>30%</p>

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### Key Relationships

<b>INTERNAL</b>	<b>PURPOSE OF CONTACT</b>
Manager Community Campaigns	<ul style="list-style-type: none"> <li>Line management and coordination of activities. Planning, identification of opportunities in region and development of appropriate strategies. The coordination of activities between regions</li> </ul>
Branch President and Branch Committee  Regional activists and volunteers  Regional Administrative Officers	<ul style="list-style-type: none"> <li>Develop strategies for building and supporting activists and community networking; contribute to the planning and evaluation of events; report on activism health and other issues.</li> <li>Support, manage, mentor, train and mobilise on campaign activities</li> <li>Coordination of Action Centre volunteers. Administrative support to events and administrative support to the region.</li> </ul>
Other Community Campaigners Activism Team members  Campaign Team members  Fundraising and Marketing Unit  Media Team  Advocacy Team  Publications Team  Web Team Senior Management Team and Executive Administration	<ul style="list-style-type: none"> <li>Planning, sharing information, ideas and strategies.</li> <li>Coordination of activities across Australia.</li> <li>Planning, sharing information, ideas and strategies. Collaboration on activism strategy, tools and support for activists. Measuring and benchmarking activism.</li> <li>Obtain relevant campaign information and feedback on strategy. Collaboration on campaign planning, development and strategy. Collaboration on evaluation of campaigns and campaign activities.</li> <li>Contributor acquisition, support and development.</li> <li>Events. Collaboration on contributor strategies and resource mobilisation. Engagement with major donors.</li> <li>Advice for media work in regions. Feedback on the effectiveness of media work.</li> <li>Advice for advocacy work and engagement with State and Territory Governments. Feedback on the effectiveness of advocacy work and strategies.</li> <li>Collaboration on appropriate material development, including determining relevance and defining target audiences. Provision of advice and assistance for regional work.</li> <li>Advice regarding regional sections of the AIA website.</li> <li>Governance support, national planning (including reporting and development of plans), liaison on major regional events, external relationship management and policy development</li> </ul>
<b>EXTERNAL</b>	<b>PURPOSE OF CONTACT</b>
Civil Society Professional organisations (legal, medical, education) Suppliers	<p>To further AIA profile in local and state communities through:</p> <ul style="list-style-type: none"> <li>Community coalition building</li> <li>Community development</li> </ul>

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Volunteer organisations Media organisations Government bodies Politicians	<ul style="list-style-type: none"><li>• Networking, including development of partnerships, extending contributor base and collaborative campaigning</li><li>• Volunteer recruitment and support</li><li>• Provide campaign and activity information</li></ul>
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### Knowledge, skills and experience required (Selection Criteria)

#### Essential

- Experience in community organisations, including supporting activists and volunteers.
- Demonstrated oral and written communication skills, including ability to think creatively, critically analyse and articulate complex issues.
- Demonstrated ability to manage multiple and varied activities involving a diverse range of people.
- Project management experience.
- Experience in social change campaigning practice and methods.
- Demonstrated high-level interpersonal and team-building skills, including the ability to enthuse, motivate and support others
- Understanding of and commitment to human rights.

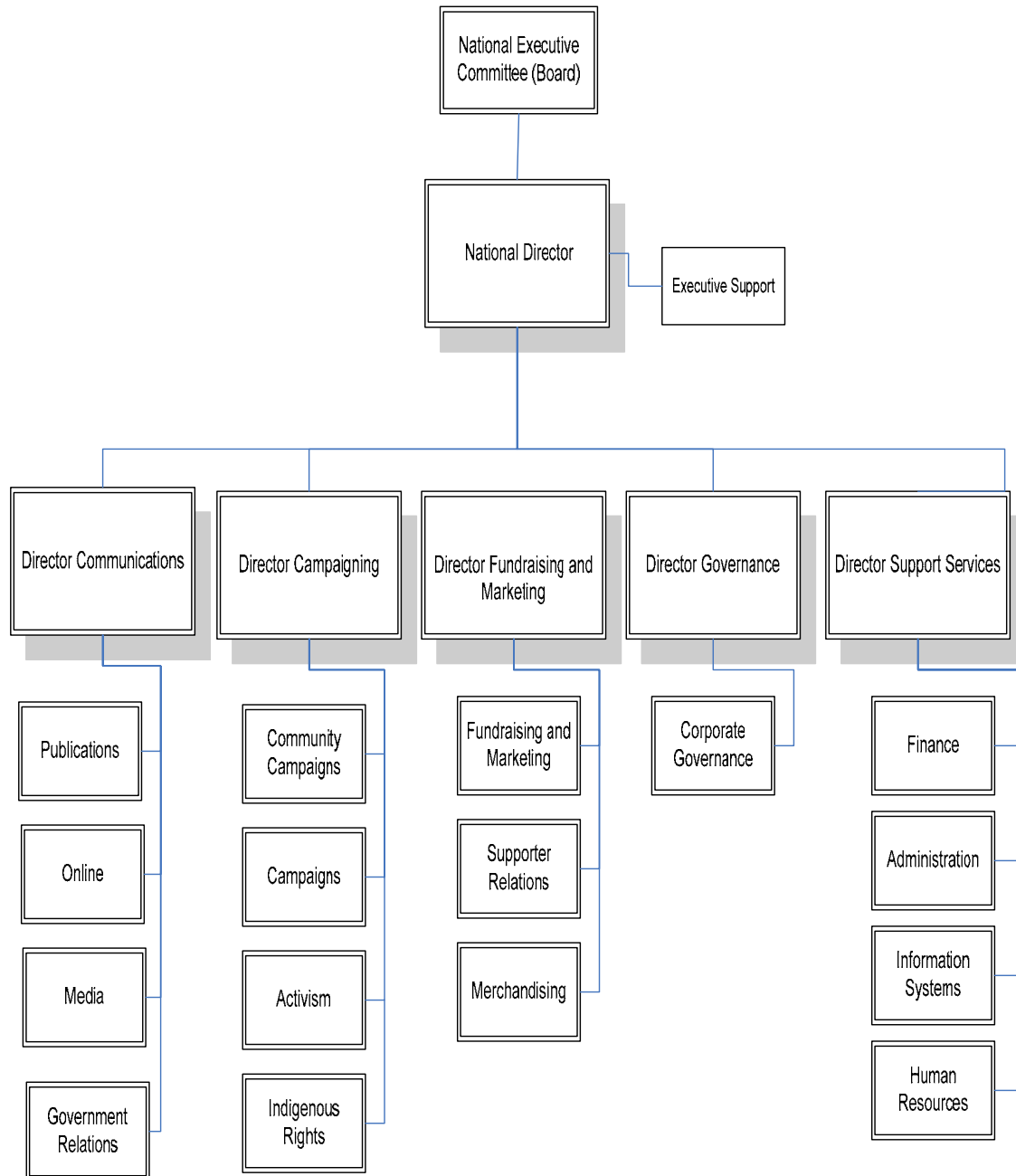
#### Desirable

- Experience in managing teams of people.
- Experience in the development and delivery of training programs.

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### Organisational Profile



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### Verification

This section verifies that the position holder has read the attached position description and agrees to perform the duties set out to the performance standards required. The position holder acknowledges that this list of duties is not exhaustive and that he/she may be required to perform other duties as directed within his/her range of competence as required.

Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_