

Position Description

Campaign Manager, NSW Raise the Age Campaign

3 year fixed term contract

Full time, 5 days / week

Sydney based

1. The Public Interest Advocacy Centre

The Public Interest Advocacy Centre is a leading social justice law and policy centre. We build a fairer, stronger society by helping to change laws, policies and practices that cause injustice and inequality.

Our work combines:

- legal advice and representation, specialising in test cases and strategic casework;
- research, analysis and policy development; and
- advocacy for systems change and public interest outcomes.

We actively seek to collaborate and partner in our work to maximise its impact. Our priorities include reducing homelessness; First Nations justice; climate change and social justice; equality and non-discrimination; asylum seeker rights; and the fair use of police powers.

2. Raise the Age Campaign

PIAC is co-ordinating the NSW campaign to raise the minimum age of criminal responsibility from 10 years to at least 14 years, without exception.

This involves working in partnership with a range of other community organisations, including First Nations, legal and justice, health and other groups, as part of the national campaign to raise the age across all Australian jurisdictions.

This is a medium-term project, seeking to build and demonstrate community support for change, engage in media and other public debate, and influence decision-makers to support and ultimately introduce this vital reform.

3. Position overview

The Campaign Manager, NSW Raise the Age Campaign is a new position, funded for 3 years.

The Campaign Manager will lead PIAC's work in co-ordinating this campaign, working with existing partners in the NSW Raise the Age coalition and expanding the overall supporter base in number, diversity and influence.

The Campaign Manager will be responsible for developing and executing campaign plans, engaging strategically in media and other public debates, and co-ordinating political engagement activities with the goal of securing bipartisan support for this reform.

The role reports to the Director of Policy and Advocacy, and works closely with staff across PIAC, including lawyers working on First Nations justice, PIAC's Impact Manager, Media and Communications Manager and Relationships Manager.

The role will be supported by a communications officer, with skills in social media and digital campaigning to help drive the digital and communications aspects of the campaign.

4. Major accountabilities

- 4.1 Coordinate the NSW Raise the Age coalition, including
 - convening and facilitating regular meetings
 - coordinating the activities, input and involvement of Raise the Age coalition members
 - supporting effective communication amongst members.
- 4.2 Represent the NSW Raise the Age coalition in national campaign meetings
- 4.3 Develop and deliver campaign plans, including theory of change and impact measurement framework, power-mapping, campaign messaging, public and community events, media engagement plans and political persuasion strategy for decision-makers
- 4.4 Grow the supporter base for the campaign, including both individual and organisational support, from across NSW and with an emphasis on diversity
- 4.5 With PIAC's Media and Communications Manager and the Communications Officer, develop and deliver effective digital/social media and mainstream media communications strategies
- 4.6 Prepare communications materials and regular updates for campaign supporters, including reporting to funders
- 4.7 Support the successful implementation of PIAC's Reconciliation Action Plan
- 4.8 Other appropriate duties as directed by the Director of Policy and Advocacy.

5. Knowledge, skills and experience

Essential

- 5.1 Minimum 4 years' experience in campaign advocacy, including experience in the design, implementation and oversight of successful campaigns
- 5.2 Demonstrated understanding of how government and parliament works, including knowledge of the political environment at state level
- 5.3 Project management experience with the ability to manage competing priorities, delivering on agreed milestones and outcomes
- 5.4 Strong stakeholder engagement skills, including the ability to bring together, grow and sustain large numbers of people and organisations supporting the campaign
- 5.5 Demonstrated understanding of issues affecting First Nations people and

communities

- 5.6 Strong organisational and time management skills with high level attention to detail
- 5.7 Demonstrated high level written and verbal communication skills, including the ability to engage in media and other public debates with influence
- 5.8 Strong interpersonal skills, with the ability to develop positive working relationships both internally and externally, including building relationships with decision-makers

Desirable

- 5.9 Understanding of the NSW youth justice system, with knowledge where possible of existing alternatives to criminalisation of children involved in problematic behaviour.

6. Conditions

Annual salary range: \$102,599 to \$115,623 (pro rata where applicable) plus leave loading and superannuation. PIAC is a Public Benevolent Institution and is currently able to offer salary packaging subject to PIAC's Salary Sacrifice Policy.

The position is offered five days per week, for a fixed term contract of 3 years.

PIAC requires all employees to have up-to-date COVID-19 vaccination.

7. Applications

Your application should be no longer than 6 pages in total. An application should comprise a cover letter, resume, and a statement outlining your suitability for the role with reference to the selection criteria (see 'knowledge, skills and experience').

Applications should be sent by email to jobs@piac.asn.au

Inquiries about the position should be addressed to:

Alastair Lawrie

Director of Policy and Advocacy

alawrie@piac.asn.au