



## Position Description

### Great Barrier Reef Campaign Manager (Maternity Cover)

<b>Job Title:</b>	Great Barrier Reef Campaign Manager
<b>Location:</b>	Brisbane (preferred)
<b>Salary:</b>	Dependent on skills and experience
<b>Hours:</b>	Part-time (4 days per week)
<b>Start date:</b>	Mid May
<b>Contract duration:</b>	10-12 months from date of hire

As the Australian Marine Conservation Society's Fight for our Reef Campaign Manager, your role is to be a catalyst for change – leading the protection of the Great Barrier Reef.

#### Purpose of the position:

- To lead, manage and direct the development and implementation of AMCS's campaign to protect and conserve the Great Barrier Reef in a rapidly warming world.
- To work in collaboration with partner organisations, stakeholders and government to ensure a future for the Great Barrier Reef.

#### Key functions:

- To develop and lead the implementation of campaign strategy
- To develop policy solutions and lead on advocacy
- To manage implementation of the public campaign to build support and engagement amongst sections of the community for protection of the Great Barrier Reef.
- To oversee the delivery of supporter communications for the campaign, working in collaboration with the communications and fundraising managers.

#### Reporting

- The position reports directly to the AMCS CEO.
- The position works in close alignment with AMCS's Strategic Director.

#### Primary tasks and responsibilities

##### Campaign Management

- Provide leadership, strategic direction, co-ordination and management of AMCS's campaign to protect the future of the Great Barrier Reef.

- Manage the Cairns community campaigner role, including development and monitoring of the work plan for that position.
- Manage the campaign budget, ensuring reporting to and liaison with funding partners and granting bodies.
- Liaise with the AMCS Marine Parks Campaign Manager and the AMCS Fisheries Campaign Manager to leverage cross campaign opportunities.

#### Policy and Advocacy

- Undertake advocacy with decision makers, government officers and stakeholders.
- Engage with government consultation processes relating to the review, establishment and management of the Great Barrier Reef.
- Work with stakeholders, including the dive tourism industry and science community, to build support for the protection and conservation of the Great Barrier Reef.

#### Public Communications Campaign

- Undertake reactive and proactive media in support of the campaign, working closely with the AMCS Media Advisor and other members of the communications team.
- Develop communications activities and support and where applicable events around key campaign decision points.
- Support AMCS communications work by providing content for the AMCS website, social media, EDMs, and campaign materials, including briefing notes and position statements on issues relevant to the Reef campaign.
- Work with partners in other NGOs to achieve campaign outcomes.

#### Other Responsibilities

- Proactively fundraise in support of the long-term sustainability of AMCS's Fight for our Reef campaign, working with the AMCS fundraising team.
- Contribute to policy development within the organisation and ensure managed staff are kept informed and understand organisational responsibility.
- Participate in the AMCS Management Team, weekly AMCS staff meetings and AMCS planning meetings.
- Ensure AMCS Board is briefed on Great Barrier Reef issues and participate in Board Meetings as required.
- As capacity allows and where necessary, provide input into or engagement with other marine conservation issues beyond the core work areas.
- Represent AMCS to its members, supporters, government, industry and the wider community as needed.
- Liaise with the AMCS staff member who leads on campaign volunteer management to ensure Reef campaign needs are met when they arise.

#### **Essential selection criteria**

- At least two years' experience in a similar role planning and delivering campaigns for an environmental or advocacy organisation.
- Experience in campaign strategy, planning and delivery to build a strong constituency of public support, particularly in an environmental field.

- Demonstrated experience working with and engaging stakeholder groups, the media and political representatives in a non-partisan way to achieve campaign aims.
- Excellent written and spoken communication skills, including production of written and online campaign materials.
- Demonstrated ability to supervise individuals and manage a team to achieve results and deliver objectives.
- Passion for protecting the marine environment.
- The ability to work independently and with initiative.
- Ability to uphold the AMCS values and work constructively with a multidisciplinary team

#### **Desirable selection criteria**

- Experience or qualification in a marine science, public policy, environmental science or related field.
- Knowledge of and experience working in marine conservation in Australia.

#### **About AMCS**

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for profit charity, working on the big issues concerning the sea. We protect marine wildlife, make our fisheries sustainable and create marine sanctuaries, places in the sea where our wildlife is safe from harm. We do this by creating social, legislative and policy change. Our committed group of professional and passionate scientists, educators and advocates has defended Australia's oceans for over 50 years.

#### **Our Values**

*Integrity. We are trusted, credible, independent and ethical in our actions.*

*Courage. We are brave, respectful and honest advocates for marine life.*

*Passion. We demonstrate commitment to and care for our oceans in all we do.*

*Solidarity. We work together, embracing equity, diversity and inclusivity.*

*Effectiveness. We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*

Find out more about AMCS at [marineconservation.org.au](http://marineconservation.org.au)

#### **Application details**

Applicants are encouraged to apply as soon as possible, with applications closing 9am on Monday 1<sup>st</sup> April 2019. To apply, please forward your CV and a covering letter of no more than 2 pages fully addressing the essential selection criteria to [recruitment@amcs.org.au](mailto:recruitment@amcs.org.au).

AMCS is an equal opportunities employer. Indigenous Australians are encouraged to apply.

For more information about the position please contact Dr. Lissa Schindler, AMCS Great Barrier Reef Campaign Manager via email [lissaschindler@amcs.org.au](mailto:lissaschindler@amcs.org.au) or 07 3846 6777.