Position Description

Campaign Manager

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|  | Position reports to | **Corporate Affairs Director** |
|  | Location | **Barton, ACT** |
| Classification | **Management position** |
| Job Type | **Temporary / Full-time, 38 hour week**  **Temporary period until December 2022 unless otherwise determined** |
| Salary range | **$TBA**  *Plus superannuation contributions in accordance with the Superannuation Guarantee (SG) Contribution Rate.* |
| Closing Date | **n/a** |

## About the Regional Australia Institute (RAI)

At the Regional Australia Institute (RAI) we believe in a better future, a future that is more equitable, more balanced, more sustainable and more prosperous. As the only national not-for-profit think tank focused on regional issues in Australia, we exist to ensure better social and economic outcomes for people living in regional Australia. We develop evidence based research to ensure better policy and activation outcomes working with government, industry and regional communities.  We are a business in transition embarking on a new strategy to provide further influence and impact to realise our ambition of regionalisation.

More information on the RAI is available at [www.regionalaustralia.org.au](http://www.regionalaustralia.org.au)

## Position purpose

Are you a digital native with an entrepreneurial mind? Does the opportunity to lead a national campaign light your fire? Are you a PR guru, specialising in partnerships and communications with impact? This is a once in lifetime opportunity to build your dream role. Tell us why you are our unicorn and you’d like to join the team………….

Under the leadership of the Corporate Affairs Director you will:

* Deliver the communications strategy of the RAI which incorporates the National Awareness Campaign – Move to More.
* Lead the PR Strategy of RAI’s campaign, Move to More, to promote the opportunities to live, work and invest in regional Australia.
* Build key partnerships to advance the campaign’s success through building awareness and helping to build a commercial platform that is highly engaging and interactive.
* Work with key members of the RAI team to carry out key communication functions of the RAI.

## Position responsibilities

As the Campaign Manager, you will have responsibility for the following:

* The development and implementation of the Move to Move campaign communication and media objectives which are outlined in the RAI Communications and Stakeholder Engagement Strategy 2021-2022.
* Build on the existing RAI campaign strategy and project plan to amplify messages designed to support all associated projects.
* Lead the development of all paid campaign advertising assets in conjunction with Communication Agency Redhanded.
* Lead the strategy development and implementation of all owned, earned, and shared communication channels to amplify the impact of the campaign.
* Lead the promotion of the Move to More campaign at all relevant RAI events, including the Regions Rising events.
* Manage the development of the RAI Move to More campaign website and future platform.
* Oversee the development of all media releases, media engagement associated with Move to More and provide media and communication support for RAI spokespeople.
* Implement and manage regular reports which measure success of the campaign to relevant stakeholders, including government.
* Work with key RAI staff, including the CEO, Corporate Affairs Director, Partnerships and Membership Director to secure further funding of the campaign post December 2022.
* Managing effective relationships with a wide range of stakeholders – including government, media, industry and other relevant stakeholders to enhance the impact of the campaign.
* Managing the campaign budget with the CEO and contributing the campaign governance reporting.
* Other duties as required, commensurate with skills, knowledge and experience.

## How the position will be assessed (Selection Criteria)

Within the context of the role described above, the ideal applicant will be someone who has the following key capabilities:

1. **Tertiary qualifications / experience / other requirements**

Tertiary qualifications in a relevant field, eg. Marketing, Public Relations or Communications or other related qualification and minimum 5 plus years’ experience in a similar role.

Proven experience and ability to successfully design, manage and execute corporate communications strategies.

Demonstrated experience in managing and growing social media accounts.

1. **Support strategic direction**

Sound understanding of RAI’s strategic agenda, including the issues, policies and initiatives associated with the organisation’s strategic plan.

Able to engage others in the strategic direction of the Communications and Stakeholder Engagement team, encouraging their contribution and communicating expected outcomes.

**3. Achieve results**

Operates effectively in an environment of ongoing change and uncertainty and maintains flexibility.

**4. Cultivate productive working relationships**

Builds and nurtures internal and external relationships and able to work collaboratively with others.

Guides, mentors and develops members of the team, encourages and motivates employees to engage in continuous learning and empowers them by delegating responsibility for work.

**5. Exemplify personal drive and integrity**

Operates as an effective representative of RAI in public and internal forums.

Demonstrates strong resilience, able to persist and focus on achieving organisational objectives even in challenging and difficult circumstances.

**6. Communicate with influence**

Able to engage with different forms of media to optimise impact and understanding of audiences. Communicates in a way that engages, persuades and impresses a wide range of internal and external audiences.

High attention to detail, including strong proof reading and fact-checking skills.

**PERSONAL ATTRIBUTES**

**Act with Integrity**: Ethical and professional in approach to work and upholds RAI’s values.

**Value Diversity & Inclusion:** Demonstrates inclusive behaviour and shows respect for diverse backgrounds, experiences and perspectives.

**Display Resilience and Courage:** Be open and honest, prepared to express your views, and willing to accept and commit to change.

**Manage Self:** Shows drive and motivation, an ability to self-reflect and a commitment to learning.

**Communicate Effectively:** Communicates clearly, actively listens to others, and responds with understanding and respect.

**Deliver Results:** Achieves results through the efficient use of resources and a commitment to quality outcomes.

**Think and Solve Problems:** Uses rigorous logic and methods to solve difficult problems with effective solutions.

**Technology:** Understands and uses available technologies to maximise efficiencies and effectiveness.

## Additional information

* The duration of this position will be dependent on work demands and the availability of ongoing funding.
* Travel and overnight absences are required of this position.
* You will be required to complete a period of probation in accordance with the employment agreement.
* Staff are required to actively participate in consultation and communication with their managers regarding health, safety and wellbeing issues and comply with all provisions of the relevant workplace health and safety legislation and related health, safety and wellbeing responsibilities and procedures developed by the organisation.
* You will work for an organisation that values its people and promotes leadership and innovation. We respect professionalism, embrace diversity and encourage a balance between work and life commitments.
* You are required to acknowledge you understand and will observe the obligations under RAI’s Code of Conduct and HR Policies and Procedures Manual.
* You will be passionate about regional Australia and have a desire to be part of a culture focused on empowerment, curiosity, courage and authenticity.

Last updated 01/09/21