**JOB DESCRIPTION**

# Social Justice Advocate (Senior)

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity. We commit to respecting children and take action to keep them safe.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

# **ABOUT THE ROLE**

**Role Purpose**

This role is responsible for coordinating and implementing advocacy campaigns to support the delivery of campaign goals and outcomes. This role will include guiding the effectiveness of campaigns and ensuring that key milestones of campaigns are met.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Advocacy team through the following:

* Providing analysis of relevant research and operational information and assisting managers to evaluate and integrate the information they receive.
* Coordinating and maintaining team management systems and ensuring relevant information is input on a consistent and regular basis.
* Providing a collection of relevant data to assist with budgeting, the operation of the team and production of regular reports.
* Conducting specialised studies as required, providing insights into the operation of the team and the organisation.
* Actively promoting safe work practices in the workplace during all activities consistent with Uniting’s policies and comply with all WH&S legislation, policies and procedures.
* Actively contributing to a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Social Justice Advocate, your role specifically will:

* Support the planning and management of campaigns to deliver on strategic initiatives for advocacy campaigns.
* Grow and develop campaign supporters with key partners, like minded groups, employees within Uniting, service users and the Uniting congregations using a variety of engagement methods including face-to-face and online platforms.
* Consult with stakeholders within Uniting and the wider Uniting Church to engage, communicate and mobilise supporters.
* Implement the deliverables defined by campaign direction and plans.
* Analyse and report on campaign outcomes to review the effectiveness of campaign strategies and activities.
* Produce publications and other communications to engage and inform campaign supporters and relevant stakeholders.
* Develop creative communications for digital, social and media platforms to support campaign objectives.
* Collaborate with various internal and external stakeholders to organise campaign related activities and events.
* Build and maintain the campaign supporter databases and produce data reports on various metrics to inform planning and review processes.
* Develop and deliver training on policy, advocacy and campaign methods to build the capacity of supporters, Uniting staff and congregations
* Maintain positive working relationships with a range of other agencies and coalition

supporters.

* Perform other duties or contribute to other activities or projects as required.

# ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:**  Social Impact & Advocacy

**You’ll report to:** Social Justice Lead

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.

**Business Acumen**

* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

Bachelor qualification in a relevant field or equivalent experience.

**Experience:**

Typically, this role will require 3 or more years’ of relevant experience. You will have excellent written and verbal communication skills, be organized, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Demonstrated experience in implementing and monitoring of advocacy campaigns for social change in a volunteer or paid capacity.
* Excellent communication skills.
* Ability to work independently within a defined strategy.
* Understanding of policy, media and government related campaign coordination.
* Capacity to work with and engage a wide variety of internal and external stakeholders in advocacy campaigns and grow campaign support
* Experience in use of digital tools for advocacy including social media and online communications to build networks of supporters.
* Ability to interpret and present research and policy in a way that engages a general audience
* Sound time management skills with capacity to manage tasks and meet deadlines across multiple projects.
* A passion and understanding of social justice issues.

**Even better:**

* Experience in event planning and organisation
* Web content management and desktop publishing skills including Canva, Mailchimp and Wordpress.
* An understanding of the ethos and structures of the Uniting Church.

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| **Employee Name:** |  | **Manager’s Name:**  **Title** | Alice Salomon  Head of Advocacy & Media |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |