Title	Duties	Knowledge, qualifications and experience specific to position	Generic knowledge, qualifications and experience
Federal Campaigns Director	The role of the Federal Campaigns Director is to advance the objectives and policies of the AEU and in particular, in relation to campaigns. The position will lead and work as part of a team in concert with other AEU professional officers. The position is located in the AEU Federal Office in Melbourne and the position will involve some travel within Australia. The Federal Campaigns Director is directly responsible to the Federal Secretary in carrying out the duties listed below. The AEU is an equal opportunity employer. Duties will include: • Developing, implementing and evaluating national campaign plans including preschools, schools and TAFE. • Leading the work of the campaign team.	• Experience of working in a senior campaign role including the development and implementation of strategic, political and persuasive campaign plans. • Demonstrated understanding of the federal political system and political Processes. • Proven ability to lead, a multi-disciplinary team and fostering a collaborative culture. • Demonstrated knowledge of free media in relation to campaigning • Demonstrated knowledge of, and capacity to develop networks and work collaboratively with, a diverse range of external allies and stakeholders. • Experience creating written and video content for campaign websites, social media and digital communications.	• High level written and verbal skills including the ability to communicate complex issues clearly and persuasively. • The ability to work collaboratively in a team, or independently as appropriate. • A demonstrated capacity to engage in high level research including the ability to identify and analyse issues, propose strategic solutions and prepare reports and submissions. • High level organisational skills including the ability to meet deadlines, manage competing demands and workload effectively, and complete tasks unsupervised and on time. • Knowledge of and commitment to public education and unionism. • Completion of a tertiary qualification in a relevant area.

	• Overseeing the development of campaign related content (social media, web copy, fact sheets, posters, brochures, videos, photos, graphics). • Developing and managing campaign advertising, including liaising with creative agencies and media buyers • Working with Branches and Associated Bodies of the AEU to coordinate campaign priorities, maximise collective impact and strengthen the unions capacity. • Ensure campaign objectives, audiences, messages, tactics, timelines, risks and measures of success are clearly defined and regularly reviewed. • Supporting the establishment and management of relationships and joint campaigning with external stakeholders and allies • Undertaking duties as required by the AEU Federal Secretary.	• Demonstrated knowledge and experience recruiting, managing and supporting volunteers and facilitating campaign events and actions.	