



## Climate and Health Campaign Manager

### Position Description

**Duration of role:** Initial contract of 5 months (with a likelihood of extension pending further funding)

**Reports to:** DEA Executive Director

**Works closely with:** Campaign Steering Committee

**Time commitment:** FTE 0.5 (17.5 hours/week), with flexible work hours available.

**Salary:** Pro rata of \$87,000 (plus superannuation)

**Job location:** Remote or from Melbourne office

### About the campaign

Led by a coalition of leading health organisations, and coordinated by Doctors for the Environment Australia, the multi-year campaign will build broad community awareness of the links between climate change and health, the many health benefits of a more stable climate, and the physical and mental health benefits of taking action on climate.

It will engage Australians to make informed decisions and take positive actions on climate change to protect their health.

The campaign will utilise doctors and other health professionals as key spokespeople and 'public faces' to deliver strong health messages. As doctors and nurses are among the most trusted people in our society, they have the ability to reach people who might otherwise not see climate action as a priority issue.

Utilising best practise in digital engagement, the campaign will include a social media strategy to direct the public to a gamified website which will feature information, resources and a range of actions that support both climate and health.

A 7-month pilot program will focus on two target communities to test the concept, messages and engagement.

The campaign secretariat is hosted by Doctors for the Environment Australia.

## About Doctors for the Environment Australia

Doctors for the Environment Australia (DEA) is an independent, non-partisan, not-for-profit organisation whose purpose is to protect health through care of the environment. It educates, advocates and campaigns for climate action and environmental protection to protect health.

Our members are medical doctors and students, from all branches of medicine, who are active in all Australian states and territories.

## Purpose of the role

The Campaign Manager will lead the implementation and evaluation of the pilot phase of the public health communications campaign, which raises public awareness of the links between climate change and health, and engages Australians to take action. They will play a central role in managing the coalition of health organisations and in fundraising for the campaign.

## About you

You have previously delivered impactful persuasive or advocacy campaigns with a significant digital component, and are passionate about mobilising people and creating change. You are excited by the idea of communicating messages about climate change and health, and by the opportunity to reach new audiences and increase their engagement on climate change.

You are highly motivated, enthusiastic and organised with exceptional communication skills.

You show initiative and take responsibility for leading your work, but also coordinate well with others.

You believe in the power of coalitions to make more of an impact than any one organisation on its own, and you know how to build consensus across a range of stakeholders.

You have a strategic mind that can open new ways of doing things and influencing behaviour change.

## Key features of the role

Working collaboratively with a Steering Committee, a small staff team, and external consultants, you will lead the implementation of the pilot phase of the campaign.

**Campaign planning and delivery** – development and implementation of a targeted strategy that communicates the linkages between climate change and health to the public and engages them in real-life actions.

**Campaign messaging and content** – work closely with the Steering Committee and external communications consultants to design and amplify evidence-based campaigning messages and content that create real world impact to target audiences.

**Data and analysis** – data gathering and analysis from social media engagement and website interactions, as well as qualitative data from consultations with stakeholders.

**Testing and evaluation** – testing of the effectiveness of key campaign messages and other features, leading the evaluation of the pilot and building a business case for a scaled-up campaign.

**Fundraising:** assist the Executive Director to secure further funds for the pilot and ongoing campaign.

**Stakeholder engagement** – outreach to health organisations in target communities to identify key issues; and working with steering committee, external communications professionals and other staff.

**Website management** – maintain an interactive campaign website.

**Financial management:** monitor project expenditure and ensure it is delivered within budget.

## Core competencies

### Essential:

**Campaigning:** Demonstrated experience delivering high impact campaigns with a digital component, preferably relating to health or climate change.

**Digital engagement:** Demonstrated ability to amplify impactful social media content based on a sound understanding of effective social media strategies and practice.

**Website management:** Experience in maintaining engaging websites is a plus.

**Stakeholder engagement and coalition building:** Track record of successful outreach to potential partners, as well as in coordinating and building consensus among a coalition of stakeholders. Experience in working with a steering committee is desirable.

**Written communications:** Ability to write high quality proposals, reports, grant applications and evaluations.

**Project management:** Planning, implementation, monitoring and evaluation.

**Passion:** Be kind, patient and empathetic. Be deeply committed to public health and climate action.

### Desirable:

**Health industry knowledge:** Experience in working with doctors and other health professionals, and an understanding of the health sector.

**Fundraising:** Experience in grant writing and other forms of fundraising.

**Media:** Understanding of media processes and what makes a good story.

## Requirements

1. Minimum 5 years' professional experience in managing and implementing campaigns
2. Tertiary qualification in a relevant discipline, or equivalent experience in communications, advocacy or public policy

Don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. We are dedicated to building a diverse, and inclusive workplace, so if you're excited about this role but your experience does not align perfectly with every qualification in this job description, we encourage you to apply anyway. You may be just the right candidate.

## **To apply**

There is no closing date for applications. Please apply as soon as possible by emailing your CV and cover letter addressing Core Competencies and Requirements to [admin@dea.org.au](mailto:admin@dea.org.au) using the subject title "Campaign Manager". If you have any queries please contact Denise Cauchi, [denise.cauchi@dea.org.au](mailto:denise.cauchi@dea.org.au)