POSITION DESCRIPTION

POSITION TITLE: Campaign Manager – Clean Up Australia Day
Date: April 2006
Status: Permanent – Full Time

Primary Purpose
To plan and implement development, delivery and evaluation of the Clean Up Australia Day campaign.

Scope of the current Clean Up Australia Day Campaign
- Clean Up Australia Day
- Schools Clean Up Day
- Business Clean Up Day

Reporting Relationship
This position reports to the Campaign Director and currently has five part-time reports. It is envisaged part-time event management staff will also be recruited to support the evolving campaign. Media and communications staff for this campaign will report to the Media & Communications Manager.

Key Challenges for the Position
- Managing multiple stakeholder relationships, both internally and externally including sponsors, partners, deliver partners, councils, allies and volunteers by offering a high level of customer service and meeting occasionally conflicting demands while still retaining a focus on agreed outcomes
- Maximising the support and participation of all stakeholders
- Managing multiple tasks on limited resources, within budget and to deadline, while helping to generate a positive team environment
- Managing remote employees and project staff

Key Accountabilities
1. Be actively involved in the revitalization of the Clean Up Australia Day campaign
2. Develop, implement and evaluate the successful delivery of Clean Up Australia Day [including all of its components] across Australia to a very high standard.

3. Continuously identify and develop strategies within this campaign to improve its reach and scope as measured by reaching agreed participation targets.

4. Working with the marketing and communications team, assist with the development and implementation of the campaign’s communication strategy. This will include inputting into drafting promotional material content, contributing ideas for publicity and identifying strategies to engage key audiences, competitions and event leveraging.

5. Develop and maintain relationships with key stakeholder groups, including partners, allies, government and community representatives to ensure the campaign is supported and implemented.

6. Deliver commitments Clean Up Australia has made to campaign funding partners, participants, allies and advisers.

7. Identify and develop new, fully-funded campaign opportunities to grow the campaign over three years.

8. Plan and coordinate national campaign events/activities/conferences/tally room.

9. Actively participate in setting and management of the campaign’s budget.

10. Recruit and manage state based campaign staff, ensuring they have the resources needed to deliver against their responsibilities.

11. Establish and maintain information and administrative systems for the effective management of the campaign, tracking performance targets and managing enquiries.

12. Respond to external requests for information about the campaign and coordinate information access and/or appropriate referral.

13. Prepare and deliver Clean Up Australia presentations relevant to the campaign as required.

**CUA Core Competencies**

**Client Focus**
Identifies, understands and gives priority to meeting the needs of campaign stakeholders while managing expectations and educating.

**Teamwork and Cooperation**
Works cooperatively as part of a team as opposed to working separately or competitively. Contributes to new ideas, credits others’ ideas, empowers others.
Organisational Knowledge and Awareness
Understands the key drivers of Clean Up Australia, its internal structure, relationships with stakeholders and the relationships of staff members with stakeholders.

Computer Knowledge and Ability
The ability to use pcs and a range of software and databases and capacity to learn new systems when required.

Written Oral and Presentation Skills
Ability to collate and present information in written or oral forms which target the audience appropriately and convey the message effectively.

Technical Competencies

Project management
Plans and implements project on time, understanding critical pathways

Impact and Influencing
Persuades, convinces and influence others in order to achieve an agenda. The agenda would be determined by Clean Up Australia’s key objectives and day-to-day priorities

Strategic Thinking and Planning
Linking long-range vision and concepts to daily work and priorities. This would include an understanding of external and internal environments and their impact on Clean Up Australia’s strategic objectives and priorities with the ability to apply effective planning processes for Clean Up Australia

Financial Planning and Control
Knowledge of and ability to understand and apply budgeting, monitoring and reporting processes and allocate resources effectively

Relationship Management
Establish and manage relationships with internal and external stakeholders that are positive and productive while providing leverage for further opportunities for Clean Up Australia

Distilling and refining technical information
Extracts relevant information from technical data, analyses the value of this information and then leverages appropriate use of materials.