

ORGANISATION INFORMATION

Position title	Campaign Project Lead (Gender Compass)	Position type	Fixed Term (12 Months)
Reports to	Associate Director – Marketing & Communications	Hours per week	30-38
Team	Marketing and Communications	Award classification	SCHADS 5
Direct reports	0	Budget	
Date reviewed	October 2024		

ABOUT PLAN INTERNATIONAL AUSTRALIA

Who are we? What do we do?

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected.

Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 85 years, and are now active in more than 80 countries.

What does it feel like?

- You will get up each day feeling like you are helping create justice for children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding in all you do.

WHAT WILL YOU BE DOING IN THIS POSITION?

Reporting to the Associate Director, Marketing and Communications, the Gender Compass Project and Campaign Lead is responsible for managing the Phase 2 of the research and subsequent outcomes of the Gender Compass project. This stage is fully funded by a range of organisations, including support for this Project Lead role. Gender Compass is unique segmentation research and analysis (initially based on data gathered via 2,522 Australians aged 16 years and over in mid-2023) that defines six segments within the population that differ primarily in their attitudes toward gender equality. For the first time, this provides the sector with a unified approach to understanding and communicating with different parts of the Australian public about gender equality, to support more targeted and effective actions.

The role will be responsible for managing research stakeholders, designing and developing communication tools, and supporting the development of campaigns for PIA that will support our work and make our communication even more effective in supporting our work to progress girls and women's rights all around the world. The phase 2 results of the Gender Compass research will transform how gender advocates approach change-making and communication. You will help to provide a common language for the gender movement - to shape and align our collective strategies and to help Plan International unlock our messaging and reach. This will support messaging for not only those that are already onside, but also those in our community who are disengaged, cautious or doubtful about the need to support gender equality around the world.

TELL ME MORE (KEY RESPONSIBILITIES AND ACCOUNTABILITIES)

Project Management (40%)

- Ensure the Phase 2 Project Plan is followed, regarding timelines, resources, budget and deliverables.
- Coordinate and manage the Gender Compass Advisory Steering Committee
- Coordinate internal input into GC research design and socialization plans, as required
- Manage project risks, on an ongoing basis
- Once complete, publicly launch phase 2 of the research, and develop a socialization plan to include:
 - Presenting the findings to key groups and associations (utilizing the CEO)
 - Media plan and support as required
- Deliver final project reports: Prepare a detailed report summarizing the project's performance/evaluation, including outcomes, financials, and lessons learned.

Communication Tool Design and Development and Campaign Creation (40%)

- Design, develop and implement messaging guides, resulting from the Phase 2 research – including the creation of templates, messaging frameworks and designs.
- Develop an implementation plan and implement a training program for how to use the guides.
- Monitor and update the guides, as required, based on user feedback, engagement rates, tool adaption, etc.
- Provide strategic comms/brand/messaging support to the broader PIA team, in relation to Gender Compass messaging.
- Lead discussions and implement Gender Compass findings into PIA work
- Design and implement a 'lead' campaign to implement the findings of Gender Compass, ensuring that the campaign aligns to PIAs broader advocacy objectives. This would include, but not be limited to:
 - Design tactics, create emails, social media posts, web copy and automated journeys that inspire action around Gender Equality and strengthen engagement and connection with PIA supporters and target segments

Stakeholder Relationship (10%)

- Develop relationships with decision makers across NSW, Vic and Commonwealth jurisdictions
- Continually monitor and communicate project progress to key funders and stakeholders
- Ensure ongoing alignment and updates to stakeholders throughout the project lifecycle.
- Work with external partners to ensure timely delivery of any products or services required for the project.

Administration and Reporting (10%)

- Provide administration support as required: trademark process, monetization framework
- Track and report frequently on the project to internal, external and funder stakeholders.

WHAT DO I NEED TO BRING? (KEY SELECTION CRITERIA)

- Experience in managing communication and research projects
- Ability to think strategically and develop and implement campaigns
- Excellent written and oral communication skills
- Demonstrated leadership of successful advocacy campaigns and community campaigning approaches that achieve influencing objectives, ideally in a youth, gender or international development context
- A good sense of "moment," timing, and outstanding judgment in determining what will resonate with audiences
- Good project and time management skills, being able to plan project work in a structured way that allows others to understand what will be delivered and when
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing power

HOW WILL I KNOW IT'S GOING WELL? (KEY PERFORMANCE INDICATORS)

- Project KPIs have been delivered (budget, outcomes, scope, media, and general brand reach)
- Positive stakeholder feedback around project outcomes.
- Communication Tools developed, implemented and being used.
- Lead campaign for PIA developed and implemented and GC messaging embedded in the overall Communication, Marketing and Fundraising teams materials. Team demonstrates excellent skills in customer service, retention and acquisition
- Insights and feedback from the project regularly shared with the wider Engagement division

SAFEGUARDING REQUIREMENTS

Plan International believes that in a world where children face so many threats of harm, it is our duty to ensure that we, as an organisation, do everything we can to keep children safe. This means that we have particular responsibilities to children that we come into contact with and we must not contribute in any way to harming or placing children at risk.

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children, young people and the beneficiaries that we work with directly and indirectly are safeguarded and protected.

High <input checked="" type="checkbox"/>	Details Enter details or type NA		
Police Check Required		Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Working With Children Check Required		Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Global Anti-Terrorism Screening Required		Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>