



Position Description

Position:	Campaign Coordinator
Appointed By:	CEO of Bicycle NSW
Reports to:	Bicycle NSW Head of Advocacy and Better Streets Directors
Direct Reports:	None
Office Location:	Sydney and working from home as well as other places as necessary
Status:	Casual (Full-time or part-time). Contract length (5 months or 10 months)
Closing Date	30 April 2023
Email	contact@betterstreets.info

Organisational Purpose

Bicycle NSW promotes, advocates, and supports cycling in all its forms as an environmentally sustainable and healthy form of transport, recreation and tourism through the engagement of government, industry and the community at all levels.

[Better Streets](#) purpose is to advocate for safe, healthy, people-friendly, climate-friendly streets in New South Wales and other Australian states.

Primary Purpose of the role of Campaign Coordinator

The Better Streets Campaign Coordinator (BSCC) will support the Better Streets organisation and coalition. They will participate in community organising, play a large role in building the coalition, in training local groups, and managing and supporting volunteer advocacy efforts.

Key Responsibilities include but are not limited to:

Community organising:

- Manage relationships with advocacy partners, including community organisations, local businesses, elected officials, and individual community members
- Public outreach and engagement in weekly drop-in sessions and weekly in-person volunteer meet-ups
- Coalition Building – create lists of target groups alongside Better Streets volunteers and leaders, and contact them to join the coalition.
- Liaise with creative media and marketing agencies.
- Manage and support Better Streets events with volunteer lead(s).
- Manage and support volunteers.
 - Work with volunteer leaders on streams of work as defined by those leaders. Take on appropriate tasks personally and track work step assignments and completion by others
- On-board new volunteers, connecting them with key volunteers in the appropriate workstreams using toolkits provided by Better Streets leaders

General:

- Lead administrative duties with support from key volunteers (email responses, manage Google drive, photos, Trello board, etc). (These tools are web-based)
- Provide reports (summary verbal and statistical) to BNSW staff and Better Streets board of directors and project teams keeping them updated on campaigns progress.
- Ensure social media pages are updated across the board and have regular activity.
- Collate information and responses within volunteer workstreams to guide discussions and ensure campaign momentum.
 - Facilitate meetings within volunteer workstreams to maintain clear objectives
 - Provide a consistent, positive passion for walking, biking, and rolling
- Document and report on key stakeholders, opportunities, outcomes and impact.
- Perform other duties as needed

Competencies Required

- **Qualifications**
 - A relevant tertiary qualification is valued but not essential for this position. For example, qualifications in the areas of transport, administration, media/advertising or planning are relevant.
 - Experience in the above fields or in a fast-growing volunteer-based charitable or startup organisation would be valuable
 - Demonstrated ability to master tools rapidly in a loosely coupled organisation, particularly web and computer based apps such as web-based editing (text, videos and web pages) and database management.
- **Skill Base**
 - Build and manage coalition member relationships
 - Excellent verbal communication skills
 - Ability to work independently and as part of a team
 - Direct communication
 - Interest and/or experience in walk, cycling, micro mobility or place-making advocacy
 - Experience with campaigning
 - Familiarity with local transportation or advocacy organizations
 - Experience working with volunteers
 - Proficient in Google Office and Microsoft office (Word, Excel, PowerPoint)
 - Particular familiarity with tracking actions in a spreadsheet and/or Trello environment
 - Familiarity with apps for fundraising, customer relations, video editing, web page editing would be a plus.

A commitment to work outside normal hours to attend social functions, events, related meetings, and other relevant Bicycle NSW/community activities and events. A commitment to “Creating Better Streets for people”

For more information, contact:

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To submit an application:

Email contact@betterstreets.info with the subject Campaign Coordinator Application – [name]; and attaching

- CV (Resume)
- Cover Letter including stating why you want to join Better Streets.

Applications close on 30th April, 2023