

POSITION:	Home Time Campaign Manager
CLASSIFICATION:	SCHADS Level 6
REPORTS TO:	Head of Policy, Advocacy and Government Relations
DATE CREATED:	October 2025

ORGANISATIONAL ENVIRONMENT

MCM (Melbourne City Mission) is a leading community services organisation that innovatively works alongside thousands of Victorians and their communities to overcome barriers, providing a broad range of support in Homelessness, Family Services, Disability, Early Childhood Intervention Services, Palliative Care, Education and Mental Health service areas.

With deep experience working with communities experiencing disadvantage, MCM advocates for systemic change, working across all sectors to sustainably disrupt such disadvantage.

Since 1854, MCM has been striving for those experiencing disadvantage to live their life, their way.

DIVERSITY, EQUITY OF ACCESS, AND INCLUSION

MCM is committed to inclusion, equity of access and diversity. We know that diversity helps us to innovate and make the biggest impact possible. Our DEI Strategy On for Inclusion supports and drives an inclusive workplace culture. We recognise that many people continue to face systemic barriers within an employment context, particularly those from First Nations, culturally and linguistically diverse, disability and LGBTIQ+ communities. We are committed to inclusivity and want to continue to learn from and grow our diverse workplace culture. This includes supporting your individual employment needs wherever reasonably possible.

POSITION CONTEXT

The Policy, Advocacy and Government Relations team collaborates with key stakeholders across the organisation to develop and drive MCM's long-term strategy, enhance its key relationships, advocate for lasting systemic change, embed lived experience and build its external profile.

The primary functions of the Policy, Advocacy and Government Relations team are:

- **Government Relations:** Building and maintaining strong working relationships with key government stakeholders across state, federal and local governments, including members of parliament, advisers and within the public service.
- **Policy development:** Developing the research, policy and solutions needed to achieve our vision of an inclusive, fair and equitable society.
- **Advocacy:** Identifying and implementing advocacy strategies to achieve the change needed, including through campaigns, Government relations, submissions, engagement with the media, collaborations with other sector organisations or allies.

- Client Lived Experience: Developing, coordinating, and supporting the implementation of an organisation-wide Lived Experience Engagement and Participation (LEEP) Framework.

POSITION PURPOSE

The Home Time Campaign Manager works with the Head of Policy, Advocacy and Government Relations to lead the national Home Time campaign to succeed in achieving the policy and system changes needed to address Australia's youth housing crisis.

The Home Time campaign is focused on addressing the critical shortage of youth-specific housing and support services for young people aged 16–24 who are experiencing homelessness in Victoria. Home Time is built as a broad community coalition that unites over 170 supporter organisations and thousands of individual community members, all working towards long-term structural change. By harnessing the collective power of this group, the campaign aims to influence federal, state, and territory housing policies through targeted, evidence-based advocacy and community pressure.

The role will identify, develop and implement campaign strategies that maximise the campaign's impact on national and state housing policy agendas. These strategies will include multi-faceted policy, advocacy, communications, government and stakeholder relations strategies. The role will coordinate, engage and inspire the campaign's organisational supporters, so they are engaged and add value to the campaign. The role provides high-level capability in housing policy, research and campaigns that assist MCM to understand and respond to strategic opportunities and risks; and build our reputation as a thought leader.

POSITION DUTIES AND RESPONSIBILITIES

Strategy development and implementation

- Work with the Head of Policy, Advocacy and Government Relations to develop campaign strategies that maximise the influence of the Home Time campaign across various political contexts.
- Execute the campaign strategy and coordinate national, state and local campaign activities

Supporter engagement and communications

- Engage organisational supporters in effective campaign actions (both online and in-person)
- Develop and execute strategy to expand organisational supporter networks both within the community services sector and beyond it.
- Coordinate organisational supporter activities, and provide support where needed
- Develop, implement and coordinate digital strategies to engage individual supporters,
- Establish and manage new social media platforms and maintain and operate existing Home Time website
- Maintain the contact database of campaign supporters, including members of Parliament, organisational supporters and individual and community supporters
- Develop regular campaign newsletter updates for supporters

- Work closely with campaigns communication team to execute media strategy and develop content for media to advance the campaign agenda

Stakeholder and government relations

- Maintain and build positive and productive relationships with key organisations including peak bodies, allied campaigns, and sector leaders to increase overall impact.
- Work with the Head of Policy, Advocacy and Government Relations to develop and implement national, state and local political and government engagement strategies

Policy and Research

- Undertaking research that fulfils the needs of the Group, collaborating with external organisations/institutions where appropriate/beneficial
- Contribute to campaign and organisational understanding of the external housing environment by monitoring and analysing news and information from government, peak bodies, advocacy groups/social movements, think tanks, academia, the social services sector, and other relevant stakeholder segments.
- Provide authoritative advice on trends and emerging issues, including news and information that presents risks or opportunities in relation to the campaign.
- Source and analyse internal and external quantitative and qualitative data for policy submissions, position papers and other policy and advocacy collateral.
- Develop policy submissions, position papers, and other written material to succeed in achieving the policy and system changes needed to address Australia's youth housing crisis.

Lived experience participation

- Develop Home Time Campaign's Lived Experience Action Plan
- Design, establish and coordinate Home Time's youth advocacy and participation group
- Support 'consumer voice' campaigns (including coaching young people to share their lived experience via media, conferences, events and other relevant forums).

Generic and Compliance Responsibilities

- Work as a constructive team member, including building and maintaining positive interpersonal relationships.
- Apply the Organisational Commitments and Requirements (detailed below), including Child Safety and Safety of Vulnerable People, Workplace Health and Safety, Operational Accountability, Diversity, Equity of Access and Inclusion, and Position Description Maintenance.
- If approved to work from home, comply with all the requirements in the MCM Working from Home Workstation Self-assessment Checklist.
- Demonstrate MCM's Values (detailed below).
- Ensure services are delivered within the framework of MCM's policies and procedures, legislative requirements, relevant service standards, and MCM's Code of Conduct, and MCM's Values.
- Comply with MCM's Employment Safety Screening Procedure.
- Perform other duties and responsibilities, as directed by the Head of Policy, Advocacy and Government Relations or delegate.

KEY SELECTION CRITERIA

Essential Criteria

- Tertiary qualification in law, political science, public relations, journalism or a related discipline and/or professional experience in public policy relating to homelessness.
- Demonstrated experience coordinating successful advocacy campaigns
- Demonstrated understanding of the Australian political environment
- Experience in developing and executing successful media and social media strategies (including development of platforms and analytics)
- Demonstrated ability to analyse complex information, prioritise important points and synthesise information from different sources, and provide authoritative advice to Executive and senior management and external stakeholders.
- Relevant existing networks and knowledge of housing policy and issues relating to youth homelessness in Australia
- High-level written skills, including the ability to translate complex information or bureaucratic jargon into plain English and to tell stories.
- Capacity to be flexible and operate in a highly dynamic environment with exceptional interpersonal skills including in communication and a demonstrated ability to build and maintain relationships of trust, positively engage and manage internal and external stakeholders.
- Capacity to be flexible and operate in a highly dynamic environment with rapidly shifting priorities and tasks.
- Outstanding strategic, conceptual, analytical and creative skills, demonstrated by the ability to understand and interpret the political and social environment, identify the relevant issues and opportunities and apply these in new solutions.
- Commitment to social justice
- Computer literacy, including proficiency in Microsoft Office, prior experience with member management systems such as CampaignMonitor (or similar), prior experience with SquareSpace (or similar), prior experience developing content in Canva (or similar), prior experience with DoGooder campaign platform (or similar)
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- Satisfactory completion of safety screening including a National Police check, International Police check (if required) a current Victorian Working with Children Check (Employee), and the right to work in Australia.

Desirable:

- MCM highly values a diverse workforce and is recognised by the Diversity Council of Australia as an inclusive employer. We strongly encourage applications from people with a lived experience, First Nations people, people with disability, people from diverse cultural and linguistic backgrounds, people of all ages and people who identify as LGBTIQ+

POSITION AUTHORITIES

Number of Reports

Direct Reports	Indirect Reports
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Number:	0	FTE:		Number:	0	FTE:	
List Teams / Positions				List Teams / Positions			

Expenditure

Operating:	n/a	Capital:	n/a
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Other Authorities**Supervision or Direction Required**

The Home Time Campaign Manager will meet with the Head of Policy, Advocacy and Government Relations on a fortnightly basis to discuss work and receive general direction and supervision. They can receive more focused support if/when required.

Planning

As stipulated in roles and responsibilities, the Home Time Campaign Manager will manage their own time; Establish their own goals or objectives subject to approval; Control a significant area.

Freedom to Act

As stipulated in roles and responsibilities the Home Time Campaign Manager will need to analyse complex information, prioritise important points and synthesise information from different sources, and provide authoritative advice to Executive and senior management and external stakeholders. They will also be required develop and execute campaign strategies, including coordination of internal and external resources, and engage and manage internal and external stakeholders.

The role is also expected to develop, implement and coordinate research, policy, advocacy and communications strategies subject to approval from Head of Policy, Advocacy and Government Relations.

Assistance to Higher Level

Can provide routine information; Advises specific people about routine matters; Contributes to reviews of routine processes; Provides technical or specialist or multi-disciplinary advice; Contributes to reviews of procedures; Provides consultation based on professional knowledge.

KEY RELATIONSHIPS

This position may have relationships with a diverse range of MCM employees, external service providers, organisations and stakeholders within the community, with the view to providing the most appropriate and effective services and supports to the people they support. Examples include:

Internal Relationships

- MCM Executive and Senior Management
- Members of Policy, Advocacy and Government Relations Team
- MCM operational leaders

- External Relationships**
- Supporter organisations
 - Government and political advisors
 - Sector partners, peak bodies, consultants and subject experts

OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

Together	We are inclusive and accepting of difference
	We work in highly effective teams and our people are connected across our organisation
	We engage proactively with others to deliver outcomes
Courageous	We speak up constructively in line with our convictions
	We pursue our goals with determination
	We are passionate about our advocacy role
Curious	We are inquisitive and ask why
	We challenge the status quo
	We actively explore the alternatives
Open	We are transparent and have genuine, honest interactions
	We listen and hear people's voices
	We value and respect the autonomy of clients
	We trust one another
Accountable	We act safely in all our interactions
	We manage within our financial and resource boundaries
	We own our outcomes and decisions
	We are proud of the work that we do

ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

Child Safety & Safety of Vulnerable People

MCM is a Child Safe Organisation, committed to the safety and wellbeing of children, young people, people with disability, and other vulnerable people. We have zero tolerance of abuse and neglect of all vulnerable people. MCM is committed to providing a safe environment in which children and vulnerable people are protected from violence, abuse and neglect. All employees must:

- Comply with the Child Safe Standards at all times.
- Maintain a safe environment in which children and vulnerable people are safe at all times.
- Actively prevent, and immediately report to MCM, any violence, abuse or neglect of any child or vulnerable person.

Workplace Health & Safety

MCM's has zero tolerance for compromised worker safety. We endeavour to provide a working environment that is safe for all employees and people who use our services. As an employer, MCM adheres to Occupational Health & Safety regulations. All employees must:

- Comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of their own health and safety, and the health and safety of their colleagues, service users, and others who may be affected by the employee's acts or omissions in the workplace.
- Immediately report to MCM any hazards or incidents.

Code of Conduct and Operational Accountability

MCM is committed to operating efficiently and ethically, and remaining operationally and financially sustainable. All employees must:

- Operate within the requirements of MCM's accreditations, registrations, policies and procedures, Code of Conduct, and regulatory guidelines.

Position Description Maintenance

Position Descriptions change over time, due to a wide range of organisational, technological, financial, geographical, service, systemic, legal, and individual factors. All employees must:

- Maintain position description currency by communicating, discussing and documenting necessary changes, and considering consistencies and relativities with other like-positions.
- Ensure compliance with position description, management of change, and consultation requirements in the relevant Awards and Enterprise Agreements.
- Use correct processes to apply for changes related to individual circumstances, for example, reasonable adjustments for disability, flexible working arrangements for care responsibilities, rehabilitation to work following injury, ill health or medical procedure, or transition to retirement.