

## Project Director, Emergency Action Alliance

- Opportunity to lead the development of a vital, new emergency response consortia
- Fixed Term (three years) full-time (part time of .8fte will be considered)
- Competitive salary appropriate to the sector, with salary packaging offered
- Located in Sydney, Melbourne or Canberra

**Today, our world is experiencing more disasters, in more complex environments, than ever before. Disaster affected communities need help, and Australians want to respond.**

The Emergency Action Alliance (EAA) is committed to mobilising the Australian public's response to the world's largest disasters through a coordinated appeals mechanism. 17 top Australian humanitarian agencies have joined together for the first time to provide an appeal mechanism which simplifies giving for the Australian public, increasing trust, funding and program outcomes for affected communities.

We are seeking an experienced Project Director to lead us through the next phase of development; from minimum viable project to fully functioning launch. The role provides opportunities for you to show you are a dynamic, committed, proactive leader motivated by working with a small team. You have proven ability to communicate your vision to a broad range of stakeholders, drawing on your humanitarian and fundraising expertise.

**To apply for this role, please click here: <https://act-for-peace.workable.com/jobs/1372850>**  
**You will be taken to an Act for Peace site as the EAA member agency managing the recruitment process. Please provide:**

- Your CV
- Statement against selection criteria
- A completed copy of the Application form

**Deadline for applications: Sunday 12<sup>th</sup> July 2020.**

**For further information please contact:** Janet Cousens, CEO for Act for Peace, at [jcousens@actforpeace.org](mailto:jcousens@actforpeace.org) or Adrian Graham, COO for ChildFund, at [agraham@childfund.org.au](mailto:agraham@childfund.org.au)



**Work Requirements, including the prioritization of Safeguarding**

*Members of the EAA are accredited with the Australian Department of Foreign Affairs and Trade, and the Australian Council for International Development. The EAA prioritises the safeguarding of vulnerable people in all our work, and employees are expected to acquire relevant knowledge and skills to promote strong safeguarding practices.*

*ChildFund, an EAA member, will be the contracting entity for the Project Director. Employment screening is mandatory for all ChildFund staff, contractors and volunteers during the selection process. This will include criminal record and child safeguarding checks conducted during the recruitment screening process.*

*Travel, including interstate and international may be required to fulfil the requirements of this position. Travel to operational settings, where required, will be subject to appropriate security and health protocols.*

*Flexible hours will be required during activations and times of travel.*

*Applicants are required to have the 'right to work' in Australia. Australian and New Zealand citizens automatically have the right to work in Australia, as well as Australian Permanent Residents. Everyone else is required to hold a current visa with work rights in order to gain employment in Australia.*

**About the Emergency Action Alliance**

17 of Australia's top emergency response agencies have collaborated to form the Emergency Action Alliance with the purpose of mobilising the Australian public's response to the world's largest disasters through a coordinated appeals mechanism. EAA members have prepared a 'minimum viable product' model, and we are now in the process of registering the EAA as a legal entity. The EAA has the support of the Australian Government's Department of Foreign Affairs and Trade, and the interest of a major media outlet. ChildFund Australia is the hiring entity for the Project Director and will manage the EAA's finances until such time as the EAA's legal entity is established.

**About the role**

The Project Director will be responsible for leadership, coordination and implementation for the Emergency Action Alliance. Reporting to the EAA's Board and engaging with the membership, the Project Director will motivate a small project team and engage seconded expertise from member agencies to achieve desired outcomes.

Success in this role requires a dynamic, motivated individual with significant experience and a strong commitment to supporting communities affected by disaster through leadership, management, operations, and fundraising. An entrepreneurial mindset and strong operational expertise is essential.

**Selection Criteria**

Essential

- Ability to lead with a vision. Ability to think and work autonomously to guide the direction of the Alliance
- Experience in leadership of a start-up enterprise and delivery of organisation wide projects and change at both an executive and operational level
- Strong stakeholder engagement and management skills; ability to engage at all levels across different organisations within the sector. Proven experience in facilitating, collaborating, influencing & managing multiple senior stakeholders
- Strong project management skills including planning, resource management, risk management, communication and time management. Strong team management skills. Solid financial management skills
- Significant experience in fundraising and/or leading high profile fundraising campaigns
- Solid understanding of the international development sector. Sophisticated understanding of key accountability requirements for humanitarian operations, including the role of DFAT in assisting humanitarian response, particularly during activation. Ability to understand and navigate opinions within the humanitarian & development sector around funding, impact, localisation, and NGO roles
- Understanding of the role of branding and public engagement
- Able to develop, implement and measure multi- channel fundraising campaigns
- Ability to navigate complex systems and processes in a political and strategic environment
- Knowledge of change management theories and best practice
- Tertiary qualifications in business, commerce, marketing, strategy or similar

Desirable

- Experience in human-centred design (desirable)
- Knowledge and understanding of likely broadcasting and media partners (desirable)

**Position Description**

## Project Director, Emergency Action Alliance Job Description

| Key Position Information                                       |
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| <b>Job Title:</b> Project Director - Emergency Action Alliance |
| <b>Supervisor:</b> Chair of Emergency Action Alliance Board    |
| <b>Position Reports To:</b> Emergency Action Alliance Board    |
| <b>Location:</b> Sydney, Melbourne or Canberra                 |
| <b>Contract Duration:</b> 3 years, with annual reviews         |

### Introduction

The Emergency Action Alliance (EAA) is committed to mobilising the Australian public's response to the world's largest disasters through a coordinated appeals mechanism. 17 top Australian humanitarian agencies have joined together for the first time to provide an appeal mechanism which supports the centralisation of giving for the Australian public, increasing trust, funding and program outcomes for affected communities. Whilst joint appeal mechanisms are well established elsewhere in the world, you will be pioneering the development and implementation of the only emergency joint appeals mechanism in Australia.

Through the joint appeal mechanism the EAA seeks to address;

- Outcomes for communities affected by rapidly changing and increasingly large complex humanitarian crises
- Declining donor support and competition within the sector
- Quality assurance for donors
- Public perception and expectations on NGO spending

Through its communications, members and partners, the EAA aspires to grow and develop a trusted brand as the entity to donate to when a major crisis happens.

In 2019 the EAA members developed a Minimum Viable Product (MVP); we are now seeking a Project Director to lead and manage the establishment of the EAA through to operation, establishing a trusted brand delivering donor growth and improved humanitarian responses.

Crises can appear at any time – this role provides opportunities for you to show you are a dynamic, committed, proactive leader motivated by working with a small team, with the ability to communicate your vision to a broad range of stakeholders, drawing on your humanitarian and fundraising expertise.

This is a fixed term position through to July 2023. Part time arrangements (of no less than 0.8 FTE) will be considered. There may be occasions where additional working hours may be required – e.g. during an emergency appeal activation. When this occurs time off in lieu will be awarded where possible.

Travel, including interstate and international may be required to fulfil the requirements of this position. Travel to operational settings, where required, will be subject to appropriate security and health protocols.

*Members of the EAA are accredited with the Australian Department of Foreign Affairs and Trade, and the Australian Council for International Development. The EAA prioritises the safeguarding of vulnerable people in all our work, and employees are expected to acquire relevant knowledge and skills to promote strong safeguarding practices, understand the child safeguarding policy and procedures, and conduct themselves in a manner consistent with the child safeguarding policy. During the screening process, a police check will be conducted.*

**Primary Purpose of Role:**

**Context:**

As Project Director, you'll be leading a small team to achieve the EAA's vision to change the way the humanitarian sector engages the Australian public around global crises.

The Project Director is responsible for establishing the EAA as a fully functional entity, building brand recognition with the Australian public, and improving outcomes for crisis affected communities. Reporting to our Board, you will engage with our membership and external stakeholders, and lead a small team to achieve the EAA's vision to change the way the humanitarian sector engages the Australian public around global crises.

**Purpose:**

The role exists to deliver and implement a three year plan that takes the EAA from start-up to a position of public recognition and trust. You will:

1. Deliver the minimum viable product and enhance the model to be a high performing agile mechanism
2. Ensure active contribution and engagement of key stakeholders, maintain the membership and grow partnerships
3. Lead, develop and implement mass market fundraising appeals and brand awareness to maximise revenue and develop donor engagement strategies for international crises
4. Manage the effective allocation of humanitarian spend, in line with established principles, and report on effectiveness of programming

In Year 1 the Project Director will:

- a. Finalise and establish the EAA governance and legal structure
- b. Build a small team of staff and a secondment program for members
- c. Develop strong relationships with stakeholders – including members, media and government
- d. Test and implement the MVP
- e. Finalise branding and communications materials
- f. Finalise the funding allocation mechanism, retaining a focus on impact and best supporting locally led response
- g. Prepare and sensitise policies and procedures guiding operations
- h. Launch and manage appeals

| Capabilities   |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Entrepreneurial start-up commercial acumen</li> </ul>                             | <ul style="list-style-type: none"> <li>• Agile, action orientated &amp; results focussed</li> </ul> |
| <ul style="list-style-type: none"> <li>• Communication &amp; influence; confident leadership, politically savvy</li> </ul> | <ul style="list-style-type: none"> <li>• Management acumen</li> </ul>                               |
| <ul style="list-style-type: none"> <li>• Strategic insight</li> </ul>  | <ul style="list-style-type: none"> <li>• Excellent stakeholder engagement</li> </ul>                |

| Role Balance   |  |   |
|--|--|---|
| The anticipated balance is outlined below. Note that the balance may vary over the contract period as the EAA matures.     |  |   |
| <b>Governance and Management – 40%</b> (supporting the Board, policies and procedures, operations, stakeholder engagement) | <b>Business Development – 30%</b> (establishing and developing the EAA business model) | <b>Activation - 30%</b> (appeal launch, media support, funds allocation, reporting, performance review) |

| Key Accountabilities             | Measured By   | % of role  |
|----------------------------------|---|------------|
| <b>Governance and Management</b> | <ul style="list-style-type: none"> <li>Finalise the establishment of the legal entity and the EAA Board and Agreements with members.</li> <li>Board engagement. Establish Board packs that provide clear progress updates and surfaces key discussion points for the Project Board to focus on. Record, track and implement Board action items as agreed. Disseminate information to members, staff and external stakeholders.</li> <li>Finalise the governance and member engagement model.</li> <li>Establish and implement policies, standard operating procedures, accountabilities and safeguarding mechanisms. Board, staff and members are sensitised and committed to implementation.</li> <li>Oversee risk analysis, mitigation and reporting.</li> <li>Oversee financial management and accountability.</li> <li>Report to required entities.</li> <li>Coordinate the work of the EAA members.</li> <li>Manage a small team of staff, and a team of seconded experts.</li> <li>Develop and implement a project plan to track progress on all aspects of the EAA operations.</li> <li>Develop and lead on the business plan for the EAA, including identifying and securing funding sources and establishing an implementation plan that leads to achievement of the Goal.</li> <li>Lead on relationship development with stakeholders, internal and external. Establish strong relationships with government, media and other external stakeholders.</li> <li>Develop and implement the branding and communications strategy, guidelines and resources.</li> <li>Develop and implement the media strategy.</li> <li>Develop the existing funds allocation formula, and emergency response project implementation and review procedures, ensuring maximum impact for disaster affected communities.</li> <li>Implement review and evaluation mechanisms.</li> <li>Communicate and facilitate the work as set by the EAA</li> </ul> | <b>40%</b> |

| Key Accountabilities        | Measured By   | % of role  |
|-----------------------------|---|------------|
|                             | <p>Board.</p> <ul style="list-style-type: none"> <li>• Represent the EAA to external stakeholders, at conferences and events, and through media.</li> </ul>   |            |
| <b>Business Development</b> | <ul style="list-style-type: none"> <li>• Lead the ongoing learning and review process for the EAA, focusing on improvements for the EAA model as we progress through the start-up stage, respond to the operating environment, and improve quality and effectiveness.</li> <li>• Make and present ongoing recommendations on how the sector should best implement an approach to a joint appeal mechanism, including recommendations for the development of the governance model, membership criteria, public communications strategy, funds distribution, media engagement and how to maximise impact for communities affected by disaster.</li> <li>• Ensure the EAA model remains relevant and viable.</li> <li>• Develop a 3 year strategy for the development of the EAA.</li> <li>• Secure new external stakeholders as relevant to the timing of development of the EAA, including private sector partners.</li> <li>• Engage with relevant stakeholders in other global joint fundraising coalitions to understand various approaches and inform options / alternatives for key decisions.</li> <li>• Identify potential areas and manage the use of market research to guide the Design process where appropriate.</li> <li>• Share learnings with EAA member Agencies to stimulate design thinking.</li> <li>• Lead workshops and discussions to establish clear direction and consensus on criteria from member representatives regarding the final design and ongoing development.</li> </ul> | <b>30%</b> |
| <b>Activation</b>           | <ul style="list-style-type: none"> <li>• Lead the activation of Appeals, including coordinating the decision to launch, engagement of stakeholders, fundraising, communications, media, assessment of funds allocation.</li> <li>• Maintain key liaison with Government funding bodies.</li> <li>• Lead the support and review of projects/activities funded through the Appeal to ensure maximum impact and effectiveness for communities.</li> <li>• Review activation according to the goal set for that activation, policies and procedures.</li> </ul>   | <b>30%</b> |

**Success Indicators**

Key success indicators for the Project Director include:

- Drive a successful partnership with the Board to ensure effective steering of mission, strategy, and risk management
- Strong management practice, including for staff, risk management, finance, reporting, learning, evaluation and continual improvement
- Maintaining core number of EAA members
- Building public trust in the EAA
- Through EAA appeals raising and growing funds, increasing donors, and delivering more effective impact for disaster affected communities, and
- Establishing key external partnerships with media, government and corporate stakeholders
- Ensuring policies and procedures are appropriate and implemented, and
- Safeguarding and accountability requirements are met

### Role Requirement

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|--------------------------|--|
| <p><b>Skills</b></p>     | <ul style="list-style-type: none"> <li>• Ability to lead with a vision. Ability to think and work autonomously to guide the direction of the Alliance</li> <li>• Strong stakeholder engagement and management skills; ability to work at all levels across different organisations within the sector. Proven experience in facilitating, collaborating, influencing &amp; managing multiple senior stakeholders</li> <li>• Strong skills in developing narratives / presentations skills which will bring our story to life and take stakeholders on our journey</li> <li>• Ability to navigate complex systems and processes in a political and strategic environment</li> <li>• Ability to understand and navigate opinions within the humanitarian &amp; development sector around funding, impact, localisation, and NGO roles</li> <li>• Strong project management skills including planning, resource management, risk management, communication and time management ensuring the EAA delivers within required timeframes and taking into consideration critical path activities</li> <li>• Able to develop, implement and measure multi- channel fundraising campaigns</li> </ul> |
| <p><b>Experience</b></p> | <ul style="list-style-type: none"> <li>• Leadership of a start-up enterprise</li> <li>• Team management</li> <li>• Delivery of organisation wide projects and change at an executive level</li> <li>• Extensive background in Project Management and delivery</li> <li>• Solid understanding of the international development sector. Sophisticated understanding of key accountability requirements for humanitarian operations</li> <li>• Experience in fundraising and/or leading high profile fundraising campaigns</li> <li>• Strong skills in financial management</li> <li>• Experience of building strong relationships within a complex multi-stakeholder environment</li> <li>• Experience in human-centred design (desirable)</li> </ul>  |

| <b>Role Requirement</b>                        |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>• Knowledge and understanding of broadcasting and media partners (desirable)</li> </ul>  |
| <b>Knowledge &amp; Qualifications Required</b> | <ul style="list-style-type: none"> <li>• Tertiary qualifications in business, commerce, marketing, strategy or similar, or relevant or demonstrable experience</li> <li>• Project management methodologies</li> <li>• Solid understanding of the international humanitarian sector, including during times of activation</li> <li>• Sophisticated understanding of key accountability requirements for humanitarian operations</li> <li>• Understanding of the role of branding, fundraising and public engagement</li> <li>• Strong skills in financial management</li> <li>• Knowledge of change management theories and best practice</li> </ul> |

| <b>Travel and Flexible Work Requirements</b>   |
|--|
| <p>Travel, including interstate and international may be required to fulfil the requirements of this position. Travel to operational settings, where required, will be subject to appropriate security and health protocol. Flexible work hours may be required at times of travel (and at times of activation).</p> |