

Director of Campaigns

The New Zealand Nurses Organisation Tōpūtanga Tapuhi Kaitiaki o Aotearoa (NZNO) is the lead professional union for nurses. Our job and responsibility is to represent more than 60,000 nurses, midwives, students, kaimahi hauora, and health workers in Aotearoa/ New Zealand. We represent the interests of nurses on professional and employment related matters. We are affiliated to the International Council of Nurses (ICN) and the New Zealand Council of Trade Unions (NZCTU). NZNO embraces Te Tiriti o Waitangi and works to improve the health status of all people of Aotearoa/New Zealand through participation in health and social policy development.

NZNO Tōpūtanga Tapuhi Kaitiaki o Aotearoa is looking for a Director of Campaigns to lead and oversee the direction, design, and implementation of our campaigns.

We are looking for an experienced leader with demonstrated success in designing and leading comprehensive campaigns.

Our campaigns run across a wide range of subject matter – industrial, bargaining, resourcing, political and professional issues. These campaigns involve a wide range of strategies and tactics that work across both the private and public sectors. These include bargaining, digital, communications, legal, capital, political, community as well as the successful integration of organising strategies to continually grow our membership, member activism and leadership.

The role will build our campaign team and campaigning in all sectors and be responsible for the design of whole of union campaigns and sector strategies and campaigns.

The role is part of the senior leadership team and you would be expected to contribute strategies and tactics across all aspects of our work.

This role has a significant management and mentoring function, and will lead a team with industrial, campaigning, research, bargaining and organising expertise.

The successful candidate will have the following –

- Strong campaign leadership skills and knowledge
- A track record of campaign leadership
- An ability to demonstrate the key organising frameworks
- Commitment to honouring te Tiriti o Waitangi and ensuring the outcomes of Te Tino Rangatiratanga are met within our organising campaigns
- Strong union values
- Strong planning skills and ability to deliver national and sectoral campaign plans
- A strong focus on winning
- Some experience in digital campaigning
- Experience in union campaigning
- An ability to work with and develop delegates and staff
- An ability to travel regularly

This full time position is part of National senior management team. If you want to be our Director of Campaigns and believe you have the requisite campaign leadership skills and knowledge then please email your application and curriculum vitae to Kate Wilson (Lead of the Office of the Chief Executive) at kate.wilson@nzno.org.nz. by **12 noon on Thursday 12 June 2025**.