

## POSITION DESCRIPTION

### Director of Campaigns

The New Zealand Nurses Organisation Tōpūtanga Tapuhi Kaitiaki o Aotearoa (NZNO) is the lead professional union for nurses and other healthcare workers. 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.

#### Position Purpose

The purpose of the role is to lead the strategic design, development and implementation of NZNO campaigns.

The campaigns will be built out of the NZNO Strategic Plan, *Maranga Mai!* The role will have overall ownership of the implementation of Maranga Mai along with other senior NZNO leaders in their areas of responsibility.

The campaigns will be marked by member engagement and a clear focus on winning.

The role will report to the Chief Executive Officer and will be a part of the Senior Management Team.

The Campaign Director will lead a campaigns team within NZNO. The team will comprise strategic research, campaign adviser(s), strategic sector leads, communications and bargaining advocates.

The campaigns that are designed and developed need to reach across a broad range of strategies and tactics including enhancing member engagement and leadership, bargaining, digital, community, political, legal, communications and capital strategies. Our campaigns need to be aligned with and integrate our organising strategies.

Our campaigns will also incorporate a Te Ao Māori dimension to be incorporated following consultation with NZNO Māori structures and leadership.

Membership growth will be a central piece of any NZNO campaigns along with the growth of member leadership.

**Key Responsibilities and Performance Expectations** include but are not limited to:

Key Responsibilities	Performance Expectations
<b>Campaign Design and Development</b>	<ul style="list-style-type: none"> <li>• Leadership and oversight of campaign planning, research, design and development</li> <li>• Co-ordination of NZNO campaigns across the union</li> <li>• Identification of campaign priorities, goals and strategies for each NZNO sector that align with Maranga Mai! and which are signed off by the relevant governance structure within NZNO</li> </ul>

	<ul style="list-style-type: none"> <li>• Leading campaign planning in sectors</li> <li>• Ongoing identification of campaign opportunities – both offensively and defensively</li> <li>• Utilisation of a wide range of campaign strategies, tactics and tools</li> <li>• Testing new forms of campaigning</li> <li>• Participation in the development of the strategic and annual plans and associated sector strategies</li> <li>• Leadership and oversight of the bargaining of collective agreements, ensuring they are integrated into NZNO and sector strategies</li> <li>• Leadership and oversight of pay equity claims</li> <li>• Ensuring that campaigns align with Maranga Mai and give life to it</li> <li>• In areas of shared coverage, working with the other unions on joint campaigns</li> <li>• Assistance as required with campaign design, development and implementation of campaigns that meet our Tino Rangatiratanga goals</li> <li>• Build campaign agility into NZNO</li> <li>• In conjunction with the senior management team identify opportunities for Fair Pay Agreements and campaigns that would achieve them</li> <li>• In conjunction with the senior management team identify legislative, bargaining and other opportunities that could be utilised to improve members terms and conditions of employment and develop campaigns to do so</li> </ul>
<b>Campaign Implementation</b>	<ul style="list-style-type: none"> <li>• Co-ordination and prioritisation of campaigns on a national level and sector level</li> <li>• Ensuring campaign staff are engaged in campaign design, development and implementation of campaigns</li> <li>• Ensuring campaigns are resourced including budget responsibility for campaigns</li> <li>• Reporting on campaign progress against planned outcomes to CEO and Board</li> <li>• Reporting against budget to CEO and Board</li> <li>• Ensure effective deployment of campaigns team across the campaigns</li> <li>• Working with the Director of Organising on the priorities to ensure that organising is aligned with the campaigns and that organising outcomes (especially growth) are central to the campaigns</li> <li>• Working with the Communications Manager to ensure that campaign communications are a key part of campaigns including social media</li> <li>• Utilising new forms of campaigning, especially digital</li> <li>• Working with member groups on the campaigns especially in building member local leadership.</li> </ul>

<b>Member Engagement</b>	<ul style="list-style-type: none"> <li>• Build member leader networks using both the formal member structures of NZNO as well as informal networks</li> <li>• A special focus on delegates - in conjunction with the Director of Organising ensure that campaigns build delegate leadership and numbers (including health and safety reps)</li> <li>• Work with sector leadership, local organising structures and colleges and sections on relevant campaigns</li> <li>• Regularly engage with members on the ground</li> </ul>
<b>Leading the Team</b>	<ul style="list-style-type: none"> <li>• Develop, lead and manage a campaigns team within NZNO</li> <li>• Recruit to the team as is provided by budget</li> <li>• Determine campaign teams for each campaign and oversee those teams on a regular basis</li> <li>• Develop campaign team and individual work plans that are aligned with the campaign plans and which are regularly reported against</li> <li>• Establish learning, coaching and development for campaign team staff</li> <li>• Ensure regular support for the campaign team through their work plans and ongoing 1:1s and team meetings</li> </ul>
<b>Senior Leadership</b>	<ul style="list-style-type: none"> <li>• Active participation in senior leadership team including attendance at meetings and shared activities</li> <li>• Engaging with and reporting to the Board on campaign activities</li> <li>• In conjunction with the SLT, ensuring that the Tino Rangatiratanga goals are met</li> <li>• Working with the SLT to ensure that NZNO as an organisation meets its Te Tiriti obligations</li> <li>• Engaging with Te Poari and other Māori structures within NZNO</li> <li>• Engaging with external organisations including NZCTU, Te Whatu Ora, health employers, union structures within Te Whatu Ora, allies, community organisations etc</li> </ul>
<b>Undertake any other duties consistent with the overall purpose of the position as determined by the CEO</b>	

## Key Relationships

<b>Reports to:</b>	Chief Executive Officer
<b>Internal NZNO relationships:</b>	President and Kaiwhakahaere Senior Management Board of Directors Te Poari Staff and leads in Organising Managers and staff in other NZNO business areas Colleges and Sections Local Organising Committees National Delegate Committees National Student Unit
<b>External relationships:</b>	New Zealand Council of Trade Unions (NZCTU) and affiliates Ministry of Health and associated business areas Health NZ/Te Whatu Ora Other government agencies

## Role Specific/Technical Capabilities

The Director of Campaigns should also have the following skills and attributes:

Leadership	Is comfortable taking leadership role Is able to guide and direct people and processes Appropriately commanding and able to influence or control events Inspires, shares vision, exhibits charisma and executive presence Demonstrates managerial courage Demonstrates big-picture understanding of NZNO goals and supports the NZNO visions and values Capable of engaging positively with NZNO Te Rūnanga and other Māori structures in the design, development and implementation of campaigns Creates a positive, motivating work climate. Retains top talent and addresses underperformance Is present and involved, yet delegates effectively without micro-managing Is skilled in developing others through coaching and developmental discussions. Shows awareness of and support for developmental goals and needs of NZNO
Political savvy	Has knowledge of and works well within a political setting Respects hierarchy and exhibits appropriate diplomacy dealing with official or bureaucratic networks Maintains composure and focus working with prominent people or senior management in the health sector Ably manoeuvres and achieves goals within politically-charged environments

Strategic skills	<p>Able to devise, define and outline constructive strategies</p> <p>Sees the future path of NZNO clearly</p> <p>Has broad vision that spans widely across time and industry</p> <p>Capably translates high-level strategies into practical implementation strategies</p> <p>Interprets and presents complex information</p> <p>Applies logic and sound critical thinking to astutely evaluate presented materials, data or positions</p>
Change management	<p>Envisions and advocates positive change</p> <p>Personally supports NZNO direction and changes</p> <p>Seeks understanding and clarification on change rationale and shares appropriately</p> <p>Ably guides others to embrace change</p> <p>Guides team to successful implementation of change initiatives</p> <p>Presents services or solutions that satisfactorily address needs and achieve desired win/win outcomes</p>

## NZNO Core Competencies

Competency	How this will be demonstrated in this role
<b>Ethics, integrity and values</b>	<p>Supports NZNO vision and values, understands organisational structures when completing assigned tasks or projects, and plans and organises work in an efficient manner.</p> <p>Acts with professionalism, integrity, honesty and respect in their working role.</p>
<b>Cultural</b>	<p>Understands the importance of te Tiriti o Waitangi in modern Aotearoa New Zealand, supports the implementation of te Tiriti across the organisation and conducts themselves in accordance with te Tiriti in their work and work relationships.</p> <p>Understands the importance of cultural and ethnicity and how culture influences behaviour.</p>
<b>Member focus</b>	<p>Understands the importance of members, members leadership and member voice, builds positive member relationships, acts in a professional manner at all times when dealing with members.</p>
<b>Communication and teamwork</b>	<p>Relates well to people verbally and in written form, builds rapport with all levels inside the organisation, listens well, works collaboratively with others, and is sensitive to the needs of the organisation, handles conflict while preserving rapport, works well with a diverse workforce, ability to understand and adhere to good file and record management practices.</p>
<b>Problem solving</b>	<p>Able to define problems, find causes, and help devise workable solutions.</p>
<b>Results orientation</b>	<p>Shows commitment to goals and delivers results, demonstrates personal initiative and motivation to achieve goals and objectives.</p> <p>Accepts accountability for areas of responsibility</p>