



Position Title	CEO
Reports to	GetUp Board and Chair
Location	Sydney (preferred, with candidates in Melbourne and Brisbane also considered)
Capacity	Full time

About the organisation

GetUp is a movement powered by the values and hopes of everyday people. We combine the power of over one million members, movement partners and a central team of expert strategists to make extraordinary impact.

We focus our campaigns on the areas our members care about most in the fields of First Nations Justice, Climate Justice, Human Rights, Economic Fairness and Democratic Integrity. From making sure hundreds of thousands of people are able to vote in elections, to successfully stopping major projects threatening the Great Barrier Reef, or securing billions of dollars in new funding for mental health – we have a decade-long history of taking on powerful interests, and winning.

We are an independent, values-led and multi-issue movement. We bring our values to how we campaign – and also to our workplace, in particular around justice, equity, inclusion and intersectionality.

About the role

The CEO is an inspirational, influential movement leader responsible for the design and delivery of the vision, strategy and campaigns of GetUp. This includes managing key and critical relationships with our members, donors, campaign partners, parliamentarians, policy makers and other key stakeholders.

The CEO is responsible for leading a diverse, committed and passionate team. They are also responsible for leading financial and operational capabilities, as well as organisational growth; all underpinned by solid governance.

Key duties and responsibilities include, but are not limited to the following:

Key Accountabilities

Strategy, Planning and Operations

- Collaborate with the board to define and articulate the organisation's vision, mission and to develop a strategy for achieving that vision
- Develop, for board approval, an operating plan that supports the strategic direction set by the board and correlates with annual budgets
- Oversee the operations of the organisation and ensure compliance with legal and regulatory requirements
- Lead the organisation's strategic programs to achieve its mission, ensuring strategic alignment and maximising the use of energy and investment
- Enacting GetUp's [fierce commitment to political independence](#) in all that we do

People and Culture

- Lead and develop GetUp's culture of calculated risk-taking and seizing opportunities, to ensure the high performance of a cohesive team that is both innovative and accountable
- Provide leadership to the team and manage the people and cultural resources of the organisation, including hiring, managing and developing team members
- Recruit and maintain a workforce with the relevant skills and experience, applying a strong justice, equity and inclusion lens and providing support for employees with a diversity of lived experiences
- Set KPIs and performance reviews for the team in accordance with strategic priorities
- Oversee and maintain people and culture policies and procedures that account for structural inequities and comply with current laws and regulations

Communications and Stakeholder Relationships

- Serve as the primary spokesperson and representative for the GetUp movement and actively advocate for the organisation, its vision, values, and campaigns
- Lead GetUp's independent advocacy and campaigns activities, including maintaining and developing relationships with relevant policy experts, government leaders and other key decision-makers
- Cultivate relationships and work meaningfully with communities affected by the areas we campaign on
- Continue to serve and nurture GetUp's broad-based membership, providing them with real opportunities to use their time, money and voice to influence national issues
- Ensure that the organisation and its mission, projects, programs, and services are consistently operating in an independent, issues-led way
- Act as primary liaison for the GetUp movement with decision-makers, and build relationships with relevant partner organisations
- Oversee development and delivery of all communications and campaigns materials (including, for example, member communications, media releases, digital, and marketing collateral)

Campaign Effectiveness

- Oversee the design, delivery and quality of campaigns, ensuring they result in real-world impact
- Stay abreast of current political and community engagement trends, and anticipate future trends likely to impact our campaigns
- Analyse and measure the success and impact of the organisation's campaign efforts; refine or change campaigns/projects in response to that information

Financial Sustainability

- Utilise existing and new networks to grow and consolidate revenue
- Oversee fundraising efforts, including broad-based crowdfunding on our issues, GetUp Crew whose regular gifts power our campaigns, and the development of philanthropic relationships
- Identify and implement new strategic revenue initiatives to ensure GetUp's long-term financial viability
- Develop a financially sustainable operating plan consistent with the Board's strategy

Governance and Risk

- Manage the affairs of GetUp in accordance with agreed objectives and policies
- Continue to build an independent, ethical and innovative organisation that conducts itself with integrity, with appropriate regard to corporate, structural and governance standards
- Develop and manage a risk management plan for the organisation

Key Stakeholders

- Board of Directors
- Board Committees
- GetUp members
- Donors
- Campaign partners
- Communities affected by the issues we campaign on
- The wider Australian community
- Government bodies and regulators
- Auditors
- Australian Parliament
- Media

Specialist requirements

Qualifications

- CEO or senior executive level experience
- Deep understanding of the mechanisms of political change and leverage
- Demonstrated commitment to political independence
- Campaigns and advocacy experience
- Lived experience in one or more of GetUp's advocacy areas

- Executive level organisation and people management, especially of teams who bring a diversity of lived experiences
- Experience in media and government relations
- Demonstrated business acumen, including strategic planning and financial management

Experience, Knowledge and Skills

- Strong, big picture grasp of the dynamics of power and structural inequity as it manifests in an Australian context
- Commitment to GetUp's vision and values of political independence, justice, equity and intersectionality
- Authentic and credible interpersonal skills, with the ability to build and lead a thriving high performance team and work with GetUp stakeholders to build a strong and engaged community
- Ability to create and communicate an inspiring vision that underscores GetUp's campaigns, engages members, and influences government leaders, policy makers and the wider Australian community.
- Commercial experience with strong strategic/operational planning skills
- Ability to anticipate political and community engagement trends, and astutely identify opportunities and risks related to GetUp campaigns