

POSITION DESCRIPTION – **MANAGER**

Position Title	Head of Public Affairs & Advocacy	Department	Engagement and Support
Location	Sydney, Canberra or Melbourne	Direct/Indirect Reports	4
Reports to	Director of Engagement & Support	Date Revised	June 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 9	Job Evaluation No:	HRC0018744

■ Sub-Delegation

The sub-delegation (if any) attaching to the position is outlined in the CEO Sub-delegations (as updated from time to time). Any financial sub-delegation of authority may only be exercised where a Finance project code or budget is allocated to that position.

■ Position Summary

As the Head of Public Affairs and Advocacy, you will manage a high performing team of Media and Communications professionals. You will be responsible for the corporate voice and positioning of Australian Red Cross and its leaders. The role leads a team focussed on strengthening the organisation's reputation and deepening engagement with staff, volunteers, members and other key stakeholders.

This role ensures that Australian Red Cross leads the charity sector in positive media coverage, its brand is widely recognised and respected, its reputation is protected and its advocacy on humanitarian issues is effective.

This position is accountable to the Director of Engagement & Support for leading and co-ordinating government relations and public policy influencing. The role supports the Executive in Federal/State Government and Federal/State parliamentary engagement to drive these strategic relationships. The position works across the organisation to ensure that we have a co-ordinated and coherent approach to strategic public policy influencing and advocacy that supports our strategic objectives.

■ Position Responsibilities

Key Responsibilities

Team management

- Coach, mentor and develop a cohesive, skilled and enabled team of media and communications professionals, cultivating strong relationships with journalist and key internal and external stakeholders
- Utilise the Red Cross Performance Review & Development system to ensure that all staff have a development plan in place and that performance is regularly monitored
- Coach and support the team to work in an agile and collaborative way with multiple stakeholders across the organisation.
- Ensure the team tracks and learns from the external market and internal campaign performance and insights

- Understand and stay in tune with the changing media landscape
- Manage relationships with media monitoring agencies and other suppliers as needed
- Report on progress against team goals and KPIs and, where necessary, adjust team budget, configurations, responsibilities and tasks
- Lead the team to ensure compliance with all Red Cross policies including Workplace Health and Safety

Advocacy, thought leadership and positioning

- Identify strategic opportunities for Red Cross to contribute to public conversation on issues important to its humanitarian mission
- In collaboration with the Executive Team and subject matter experts, shape and inform advocacy strategy, reflecting our Red Cross' fundamental principles
- Position the Red Cross Executive Team as thought leaders in their fields

Public Affairs and Government Relations

- Maintaining and nurturing strategic relationships with Federal Government and Federal Parliament including Ministers, Shadow Ministers, senior departmental officials, parliamentarians.
- Provide other departments with guidance and advice on the positioning of programs with State & Territory Governments
- Managing the co-ordination of the Red Cross' strategic policy influencing agenda in line with our Future Focus areas of work
- Overseeing the management of the Red Cross Parliamentary Friends Group or other similar groups to engage federal parliamentarians.
- Co-ordinating and managing advice to the Leadership Team and Executive on policy influencing and strategic funding opportunities with the Federal Government
- Co-ordinating and advising on the production of submissions, policy papers etc in close collaboration with staff across the organisation
- Working across the organisation to build evidence and research base to support public policy changes

Media

- Develop and implement the media strategy for Australian Red Cross, and sub-strategies in the lead up to major campaigns
- Seize opportunities in the news cycle to promote Red Cross, the people we support and the issues we care about
- Find and pitch powerful, human-centred stories to news outlets, in line with Red Cross' strategic outcomes. Feed story leads back to the Content Team.
- Develop processes to support prompt response to media enquiries
- Ensure that any negative sentiment or critical risk issues in the media is identified and that a process is in place to escalate and mitigate systematically and diplomatically it to maintain the good name and standing of Australian Red Cross
- Develop organisational messaging and strategy in response to crises and external threats to the organisation and its reputation

Internal communications

- Create the Annual communications strategy for staff, members and volunteers
- Manage internal communications channels including the CEO Blog, staff bulletin and The Lounge

- Develop consistent processes and strategies to communicate change and new ways of working across the organisation
- Increase staff engagement in Red Cross campaigns to raise funds and drive humanitarian action

Communications policy and practice

- Ensure that Red Cross communications reflect a diverse, inclusive and respectful organisation
- Strengthen and implement guidelines for communications practice, including story collection, use of images, content storage and accessibility
- Ensure that processes and tools are in place to ensure informed consent, child protection, and privacy and dignity are upheld Red Cross marketing and communication materials

Other responsibilities

- Participate in an out-of-hours roster as controller of a MarComms emergency response team
- Collaborate and share resources with communications teams in other National Societies, the International Federation and the International Committee of the Red Cross

■ Position Selection Criteria

Technical Competencies

- Energy, drive and extensive experience in external or internal communications, journalism or strategy.
- Track record of providing strategic communications advice and developing, measuring and delivering communications plans
- Experience in building, leading and motivating teams to deliver high-quality results with the ability to demonstrate initiative, flexibility and a collaborative business approach in a changing environment
- Track record of driving high levels of positive media coverage for campaigns and clients
- Solid understanding of the media environment, including new and digital media
- An extensive and up-to-date black book of high-quality traditional and digital media contacts with whom you have forged close and trusted relationships
- Experience in media and PR analytics and reporting
- Experience and expertise in maintaining external relationships including with parliamentarians, government officials and other key stakeholders
- High level understanding of government processes and public policy
- Highly-developed diplomatic and persuasive skills, able to build trust and rapport with a broad range of stakeholders including senior management and directors
- Superior communication, copywriting, interpersonal and networking skills with an ability to deliver creative and effective strategic communications
- An excellent working understanding of the paid, digital media and online environment.
- Extensive skills in delivering results while working with cross-functional teams as well as senior leadership and Boards.
- Demonstrated ability to meet deadlines and set realistic goals that reflect the urgency, expediency and importance of tasks, both within and outside of usual business hours

Qualifications/Licenses

- Tertiary qualification in Communications, Journalism, Fundraising, Media, Marketing, or other related field.

Behavioural Capabilities

- **Team effectiveness | Collaborating |** Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.
- **Team effectiveness | Managing performance |** Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Team effectiveness | Managing change |** Demonstrated capability to lead, support and manage change within teams. Understanding the impact on the team and taking ownership for implementation of change.
- **Organisational effectiveness | Focussing on clients |** Proven track record in ensuring a high quality service is provided by the team to internal and external clients and stakeholders. Actively seek and respond to client issues and measure effectiveness.
- **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.
- **Organisational effectiveness | Innovating and improving |** Demonstrated capability to lead continuous improvement activities and encourage team members to identify ineffective processes and contribute to new ideas and ways of working.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters