

# WHITEHORSE CITY COUNCIL

## Position description

<b>Job title:</b> Strategic Advocacy Advisor	
<b>Classification:</b> Band 8	<b>Effective Date:</b> April 2024
<b>Reports to:</b> Manager Strategic Marketing and Communications	<b>Tenure:</b> Permanent

### About us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



**Excellent Customer Experience and Service Delivery**



**Great Organisational Culture**



**Innovation and Continuous Improvement**



**Good Governance and Integrity**



**Long Term Financial Sustainability**

### We value:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. It is expected that all employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

#### Collaboration

We work flexibly together to achieve outcomes and solve problems.

#### Respect

We actively listen, value diversity and care.

#### Excellence

We adapt, respond, learn and grow.

#### Accountability

We take responsibility and follow through on our promises.

#### Trust

We act with integrity and are empowered to make decisions.

## Goal Statement

The Strategic Advocacy Advisor will play a vital role in developing and implementing Whitehorse City Council's advocacy strategy, identifying advocacy priorities, identifying grant opportunities and building organisational advocacy and grants capabilities. This role will develop and maintain strategic relationships with a wide range of stakeholders including Ministerial and departmental officers, government agencies, statutory authorities, other councils and industry. They will help position the Whitehorse City Council as a key stakeholder in major Victorian Government infrastructure projects within the municipality and advocate for best outcomes for the community.

The Strategic Advocacy Advisor will have excellent knowledge of the political landscape and sound understanding of local, state and federal government systems including budget and election cycles. This knowledge will be used to identify grants, funding and other strategic opportunities for Whitehorse City Council

## Key Selection Criteria

- Relevant professional qualifications and/or significant experience in delivering strategic communications, lobbying and/or advocacy activities, in a community or government organisation.
- Demonstrated advocacy experience, including a high level of skills in developing and implementing advocacy plans to achieve funding and/or policy outcomes.
- Management skills to achieve objectives, goals and timelines of multiple/concurrent projects, taking into account organisational and external constraints and opportunities.
- Ability to build and develop positive, collaborative and strategic relationships across Council and our community
- Outstanding knowledge in the political landscape and government systems at a local, state and federal level.
- Ability to work independently and maintain focus and strong momentum in seeing projects through to the end.

## Key Responsibilities

### *Position Specific Responsibilities*

- Lead and shape Council's new strategic advocacy function and take ownership of all advocacy, grant and partnership opportunities for the Whitehorse City Council. This is a unique opportunity to create a new function and forge a way of working that leaves a lasting legacy.
- Build and maintain strategic relationships with internal and external stakeholders in order to keep across multiple projects and provide comprehensive updates as needed, including to an executive level.
- Identify advocacy priorities collaborating with Executive, Councillors, internal stakeholders and teams, which are aligned with Council's strategic priorities and aligned with State and Federal government positions.

- Lead the development of strategic communications and media strategies to amplify Council's position on varying topics to internal and external audience.
- Develop and maintain a detailed grants register and identify opportunities for grant applications.
- Build grant capability within the organisation and support grant applications as required.
- Maintain a register of election commitments and track their implementation.
- Keep across political and government announcements in order to brief other Council departments and executives.
- Build a maintain an advocacy calendar that tracks advocacy goals and relevant budget and election cycles.
- Other duties, as reasonably requested by the Manager Strategic Marketing and Communications.

#### *Corporate Responsibilities Corporate Responsibilities*

- Follow all Council policies and procedures.
- Model high standards of behaviour consistent with organisational values.
- Understand and follow the Risk Management Policy and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.
- Adopt a sound financial management lens to advocacy decisions and tracking of grant opportunities.
- Promote great organisational culture, which leads a collaborative effort towards advocacy goals, collaborating with organisation and community.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in line with Council's commitment to Child Safety.

### **Authority**

Budget: Nil

Staff responsibility: Nil

Decision Making:

*Decision Making:*

- The position has a high degree of autonomy and is expected to exercise sound judgment in when to progress matters, when to escalate and where sensitivities or reputational risk lies.

- The position is expected to follow established approval chains for advocacy related items, especially advocacy priorities which are representing the views of the Council.
- The position is expected to lead projects and follow timelines, allowing for election cycles and Executive and Council meeting cycles and approvals.
- The position is accountable for ensuring the Council meets its advocacy goals while driving improvements and change in line with Council's transformation agenda.

## Key Relationships

- This position reports to the Manager Strategic Marketing and Communications.
- The position will liaise with the Mayor and Deputy Mayor, Councillors, the CEO and members of the Executive, sometimes under time pressure and with a high standard of professionalism.
- The position has major accountability for internal relationships between the Advocacy functions and internal customers, striving for positive, collaborative and respectful partnerships. This may include trouble shooting escalated matters or proposing and modelling new ways of working together.
- The position will liaise with a wide range of internal stakeholders, community groups, and colleagues at other Councils and with representatives from State and Federal government.

## Skills and Attributes

### Qualifications/Certificates/Licences and Experience

- Relevant professional qualifications and significant experience in delivering strategic communications and advocacy activities, in a community or government organisation.
- Satisfactory National Criminal History Check.
- Working with Children Check.

### Advocacy

- Demonstrated high level of advocacy experience, including skills in developing and implementing advocacy plans to achieve funding and/or policy outcomes.
- Demonstrated exceptional ability to identify key stakeholders, influence and drive advocacy outcomes.
- Highly developed ability to build advocacy capability within senior management team including with CEO, Executive and Mayor and Councillors
- Excellent communication and writing skills with an ability to adapt complex material and issues into engaging plain English communication tailored to different audiences.
- Advanced knowledge and keen interest in the political landscape, including local state and federal members of parliament, including budget and election cycles.

- Awareness of and willingness to learn about State Government major infrastructure projects and their impact on the Whitehorse community.
- Excellent interpersonal skills and ability to network and maintain key contacts within neighbouring municipalities, interest groups, state and federal government departments and representatives.
- Strong judgement skills and the ability to quickly adapt to a new environment and change priorities quickly.

### **Technology (desirable, not mandatory)**

- Adobe Creative Suite skills, especially InDesign and Photoshop
- Skills in social media content creation and scheduling, writing for web, accessible communications and/or plain English
- Chinese language skills
- Experience with workflow applications such as Asana, Trello or Slack

### **Interpersonal**

- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Excellent written communication including:
  - proficiency in writing plain English;
  - writing for a diverse range of channels and readily adapting tone to the purpose and channel; and
  - efficiency in writing accurate, purposeful content at short notice and under pressure.

### **Leadership/management:**

- Management skills to achieve objectives, goals and timelines of multiple/concurrent projects, taking into account organisational and external constraints and opportunities. Demonstrated ability to work with and influence challenging and diverse stakeholders.
- Highly developed ability to build advocacy capability within senior management team including with CEO, Executive and Mayor and Councillors
- Ability to use sound judgement, and professional presentation when working with Councillors, Mayor and the CEO, in forums with MPs or Ministers.

### **Strategic and continuous improvement:**

- Demonstrated success in breaking down workflows, processes, practices and habits to identify opportunities for improvements and then making those improvements
- Demonstrated ability to analyse an issue for what's important, distinguishing drivers from outcomes, and outputs from outcomes.
- Demonstrated success in using this analytical approach to collaborate with others in designing solutions and reducing roadblocks.

## Physical, Cognitive, Psychosocial and Functional Requirements

This is an office-based role. It requires the use of computers and other office equipment. Reasonable adjustments are available.

**Candidates requiring adjustments to participate in an interview or selection process are invited to contact the Recruitment Manager to discuss in confidence.**

### **Mandatory Personal Protective Equipment:**

- May be required at times.