

# Position Description

<b>Position Title:</b>	Senior Media and Policy Advisor
<b>Team:</b>	Policy and Advocacy
<b>Location:</b>	Canberra Secretariat
<b>Employment Status:</b>	Fixed term, 2 years, 0.8-1.0 Full-Time Equivalent
<b>Reports to:</b>	Policy and Government Relations Lead
<b>Position Classification:</b>	Senior Officer (\$82,544 to \$96,055) commensurate with experience

## Background

The Australian Council for International Development (ACFID) is the peak body for Australian non-government organisations (NGOs) involved in international development and humanitarian action. Our vision is of a world where all people are free from extreme poverty, injustice and inequality and where the earth's finite resources are managed sustainably. Our purpose is to lead and unite our members in action for a just, equitable and sustainable world.

Founded in 1965, ACFID currently has 126 full members and 20 affiliate members operating in more than 79 developing countries. The total revenue raised by ACFID's membership from all sources amounts to \$1.89 billion (2022 - 23), \$773 million of which is raised from over 1.149 million Australians. ACFID's members range between large Australian multi-sectoral organisations that are linked to international federations of NGOs, to agencies with specialised thematic expertise, and smaller community-based groups, with a mix of secular and faith-based organisations.

ACFID members must comply with the ACFID Code of Conduct, a voluntary, self-regulatory sector code of good practice that aims to improve international development and humanitarian action outcomes and increase stakeholder trust by enhancing the transparency, accountability and effectiveness of signatory organisations. Covering 9 Quality Principles, 33 Commitments and 92 compliance indicators, the Code sets good standards for program effectiveness, fundraising, governance and financial reporting. Compliance includes annual reporting and checks. The Code has an independent complaint handling process.

ACFID's work is guided by its Board, CEO and [Strategic Plan 2020-2025](#).

ACFID is a Public Benevolent Institution (PBI) and has salary packaging which allows employees to use a proportion of the salary using tax-free dollars. The end result is an increase in your take-home pay. Employees have a total of approximately \$15,899\* per Fringe Benefit Tax year to salary package. In addition, ACFID's PBI status enables you to salary package a further approximate \$2,650 per year for personal meals and accommodation on top of the normal salary packaging amount. You can find more information about Salary Packaging here: <https://www.cbb.com.au/discover-salary-packaging/>

## Gender & Diversity Approach

We value diversity in the workplace and model our commitment to the values outlined in our strategic plan. ACFID is an equal opportunity employer and does not discriminate on the basis of race, religion, colour, sex, gender identity, sexual orientation, age, physical or mental disability status or national origin. Applicants will be considered based on qualifications, merit, and business need. Individuals of diverse backgrounds and Aboriginal and/or Torres Strait Islander applicants are strongly encouraged to apply.

## Main Purpose of Position

The primary purpose of the Senior Media and Policy Advisor is to help maintain ACFID's position as the authoritative and reliable peak body of international development and humanitarian action in Australia. Using the media, this position will advocate for ACFID to be the go-to voice in the sector. The role will develop proactive and reactive media stories to maximise ACFID's reach and influence and support the Media and Government Relations Advisor through mentorship on technical media skills.



## Scope of Position

The Senior Media and Policy Advisor has the following responsibilities:

1. Help build ACFID's reputation as ready, credible, trusted and valued, ensuring ACFID's reputation is carefully managed across media engagement and advocacy communications.
2. Support the implementation of ACFID's External Relations strategy, working with our partners and influencing targeted change-makers through media and advocacy communications.
3. Drive growth in ACFID's media impact, building the quality and regularity of ACFID's media engagements, understanding and measuring impact, and adjusting course as necessary.
4. Lead on policy areas for ACFID, including international development topics, and help progress the ACFID Advocacy Agenda.
5. Manage important sector-wide partnerships such as our Sector-wide Campaign Committee that works on the Safer World for All campaign.
6. Provide mentoring support on media skills to the Media and Government Relations Advisor and give media advice to the Policy and Advocacy Team and the CEO, including the training and preparing of spokespeople.
7. Use key internal systems to gather and grow internal media knowledge and impact measurement such as ACFID's Customer Relationship Management (CRM) system, website, media monitoring and others as required.

## Key Areas of Responsibility

The responsibilities of the position include, but are not limited to:

### Media

- Holds responsibility for media relations for the organisation.
- Leads media engagement which maximises the impact of ACFID's policy positions.
- Ensures accuracy and reputation management in all media engagements.
- Provides proactive mentoring and support to the Media and Government Relations Advisor.
- Builds and maintains ACFID's networks through creating and strengthening relationships with journalists, strategic partners and influencers.
- Proactively monitors the news cycle and creates opportunities to insert ACFID's views on international development, humanitarian and foreign policy matters.
- Provides context specific framing and media advice to the CEO and spokespeople, including drafting persuasive speaking points.
- Keeps the CEO, Management Team and Policy and Advocacy Team updated on developments in the news cycle as they occur.
- Actively documents and segments media audiences in ACFID's CRM.

### Advocacy

- Takes responsibility for a policy area or areas relevant to international development, and lead on policy submissions, consultation and member coordination that flows from this.
- Stays up to date with news pertaining to international development, humanitarian issues and foreign policy, ensuring opportunities for ACFID to influence change are not missed.
- Builds and maintains a strong working knowledge of international development, humanitarian, and foreign policy, to ensure that quality assurance and reputation management can be achieved to a high standard.
- Advises and implements advocacy communications to generate policy impact with ACFID's targeted change-makers.

### Member Consultation and Coordination

Works closely and consults with the appropriate role-holders within ACFID's membership to harness their views, input and expertise on matters of media, communications and sector-wide campaigns such as the Safer World For All campaign. This will include being the key organisational relationship holder with ACFID's Public Engagement and Campaigning Committee (PECC).



Where necessary, coordinate media and advocacy role-holders within ACFID's membership to manage sector-wide issues (such as collective media moments).

### **Monitoring, Evaluation and Learning**

- Inputs to ACFID monitoring, evaluation and learning initiatives, including internal and external reporting requirements.
- Supports the continued development of a culture of learning and adaptation.

### **External Relations**

Proactively works with the External Relations Coordinator to support the ongoing implementation of ACFID's External Relations strategy and ensure a collaborative single communications function for ACFID.

Other duties as directed including acting as Policy and Government Relations Lead at times. Commitment to actively participate within the ACFID Secretariat's internal operations, such as cross functional teams, as required.

### **Required Core Competencies at ACFID**

#### **Committing to ACFID's values**

We value diversity in the workplace and model our commitment to the values outlined in our strategic plan, including gender justice. We believe that these values are fundamental to achieving our vision and purpose.

#### **Being Adaptable**

We respond to new and emerging challenges in our operating environment with agility and purpose. We achieve results by demonstrating curiosity and a willingness to learn.

#### **Working independently and collaboratively**

We have the ability or potential to work within and across teams, and autonomously with minimal direction to manage priorities and achieve our outcomes.

#### **Developing effective working relationships**

We build, maintain and strengthen both internal and external relationships. We facilitate collaboration and find common ground across diverse stakeholders. We value clear communication and respectful interpersonal skills.

#### **Exercising sound judgment and critical thinking**

We seek out innovative solutions, work creatively and leverage resources to achieve results. We engage with risk and opportunities with a problem-solving approach. We make clear, transparent and principled decisions and commit to action in a timely manner.

#### **Translating the big picture into action**

We think strategically and are all responsible for implementing ideas in a practical and evidence-based manner through outcome-oriented planning and action.

### **Desired Functional Competencies & Experience (Selection Criteria)**

#### **Media and Advocacy Communications**

1. Media and advocacy communications or relevant qualifications and/or demonstrable experience.
2. Experience using media as an advocacy tool and developed understanding of how to capitalise upon key influencing opportunities through the media.
3. Track-record of delivering advocacy and communications.
4. Track-record of providing strategic media and communications advice.
5. Track-record of promoting and seeking out media coverage across all forms of media to meet project and/or organisational objectives.
6. Proven writing skills, including the ability to effectively communicate complex issues and adapt them for a variety of audiences
7. Existing network or ability to build a network of contacts in the media. A developed understanding of the Australian media landscape.



### **Aid and Development Understanding**

8. Demonstrated experience in the issues relevant to the aid and development sector, humanitarian response and foreign policy.

### **Political Nous**

9. An understanding of Australian political system and policy environment and the motivations of Ministers and Members of Parliament.

### **Stakeholder Engagement and Management**

10. Track-record of engaging with and managing a group of stakeholders.
11. Track-record of creating and strengthening relationships on behalf of an organisation.

### **Personal**

12. Willingness to be on call in the event of breaking news and provide on call cover outside of regular business hours and during public holidays such as Christmas and Easter.
13. Strong interpersonal skills and a commitment to working in a team environment. Experience with mentoring, managing or teaching media skills is highly desirable.

#### Standard Occupational Health And Safety (OHS) Responsibilities For Non-Supervisory Staff

Cooperate with all health and safety policies and procedures of the organisation and take all reasonable care that your actions or omissions do not impact on the health and safety of colleagues in the workplace.

