

## Position Description

### Advocacy Leader

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Ethnic Communities' Council of Victoria Inc. (ECCV) is the voice of multicultural Victoria. It is a community based, member driven peak body for ethnic and multicultural organisations committed to empowering people from diverse multicultural backgrounds.

Our purpose is to help build a culturally diverse and cohesive society that is just, fair, and inclusive with specific reference to the needs and aspirations of Victorians from culturally and linguistically diverse backgrounds.

#### Our Values

- Integrity
- Empowerment
- Respect
- Social Cohesion
- Equality
- Innovation

#### Position Specification

<b>Position:</b>	Advocacy Leader
<b>Reports to:</b>	Executive Officer
<b>Hours:</b>	Full Time
<b>Term:</b>	2 years (initially subject to further funding)
<b>Salary:</b>	Salary range in accordance with the Social, Community, Home Care and Disability Services Industry (SCHCDSI) Award 2010 subject to experience and qualifications

#### **Position Statement**

The Advocacy Leader drives the community engagement strategy of the ECCV. This includes leading communications with members, partners and other stakeholders. The Advocacy Leader is responsible for ensuring the ECCV remains at the centre of dialogue in Victoria regarding the needs and aspirations of multicultural communities, through a range of engagement platforms, including mainstream, ethnic and social media, member events and membership enhancement opportunities. The Advocacy Leader provides expert advice to ECCV leaders on key strategic engagement frameworks, including advocacy, communications and community engagement. The position is responsible for developing and managing the organisation's Advocacy & Membership Strategies in line with ECCV's Strategic Plan.

## **Key Responsibilities**

### **a) Advocacy and Communications**

- Develop, lead and monitor ECCV's Advocacy Strategy & Action Plan in line with the ECCV's Strategic Plan and annual priorities
- Scan the political, social and media landscapes to proactively identify and determine policy, advocacy and campaign priorities
- Manage advocacy priorities and coordinate the delivery of key strategic advocacy campaigns to ensure the organisation remains a leading voice for multicultural Victoria
- Work with internal and external stakeholders to capture and communicate powerful messages in line with advocacy and campaign priorities
- Coordinate website content and manage the ECCV's website and social media platforms
- Ensure content, statements and collateral are consistently of an excellent quality
- Serve as the conduit for all external media related enquiries

### **b) Membership and Events**

- Develop and manage a Membership Strategy for ECCV
- Lead the engagement of existing members and recruitment of new members and stakeholders in line with the organisation's Membership Strategy
- Lead the development, implementation & management of an integrated CRM for ECCV
- Develop and procure value adding benefits for ECCV members through a range of corporate and community partnerships
- Lead the planning and delivery of key ECCV communication events including Conferences, Orations, Forums and the AGM.
- Identify and secure sponsorships that can support the successful delivery of member and community events

### **c) Community Engagement**

- Work with the Executive Officer and staff to identify community engagement opportunities that can help inform and shape key advocacy positions
- Attend external community events and meetings to advocate and promote the value of ECCV
- Provide strategic advice around options for the ECCV to align with other organisations around key advocacy positions
- Develop a network of community champions that can enhance and build the ECCV's advocacy outcomes

### **d) Staff Supervision**

- Manage ECCV staff, contractors and volunteers working in the Advocacy team

- Develop annual staff plans for direct reports and review these through regular supervision and support meetings
- Provide feedback and advice to the Executive Officer on staff development requirements
- Oversee the work of relevant independent contractors and ensure that their output meets the quality standards of the business

### **Key Selection Criteria**

- Demonstrated experience in developing and leading strategic advocacy campaigns that achieve significant impact and raise the profile of an organisation
- Experience in developing, implementing, monitoring and analysing the performance of Advocacy and/or Membership Strategies
- Experience in implementing a CRM as part of targeted communications and member engagement plan
- Experience in using a range of digital platforms and offline advocacy techniques to promote a strategic agenda
- Excellent communication skills, including written and verbal, particularly in engaging multicultural communities
- Demonstrated experience in developing relationships with government, political representatives and other relevant community stakeholders
- Ability to manage and support staff, volunteers as part of an effective team

### **Qualifications & Experience**

Tertiary qualification in marketing, communications, media or equivalent are essential, with at least 5 years work experience in a related field. Experience in managing staff & leading a team.

### **Conditions**

- All conditions are in line with the SCHCADS Award.
- A 6 month probation period applies.
- Some weekend and after-hours work may be required for which time-in-lieu can be claimed.
- Applicants from a culturally and linguistically diverse background are strongly encouraged to apply
- ECCV is an Equal Opportunity Employer.

### **Approved**

Chris Christoforou

Executive Officer

January 2019