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| **Position title** | ***Government & Public Affairs Executive Director*** |
| **Reports to** | ***Chief Executive Officer*** |
| **Employment type** | ***Permanent Full Time*** |

**Purpose**

The Government & Public Affairs Executive Director will provide high level strategic advice to the CEO and the Executive Leadership Team by leading the development and management of ACSA’s advocacy, media presence, public relations, communications and strategic policy – positioning ACSA as the leading aged care advocacy, membership body, as well as the key spokesperson on aged care and related issues.

This role leads a new portfolio bringing together all communication’s functions, public advocacy & strategic policy development. It will be the key contact point on the Aged Care Royal Commission until it ceases in April 2020.

This will include:

* Development and execution of all ACSA communications internally with staff, and externally with members, politically and in the general community.
* Development and execution of media strategies (owned, earned & paid). This includes all forms of industry, social and mainstream media.
* Delivers a State & Federal Government Relations Program that identifies & seeks to address member/system issues proactively & effectively responds to political activity of Government, Opposition & minor parties, in conjunction with a contracted Agency providing strategic advice.
* Manage & support a strategic proactive policy function which develop new policy (eg aged care & health) in which ACSA / aged care members need to have a voice/influence to improve outcomes for older Australians utilising the aged care system.

On occasion, this role may act as ACSA spokesperson and/or provide background briefing to media outlets on request by the ACSA CEO.

This is a significant leadership role in the national peak body for the aged care industry.

**Duties and responsibilities**

**Communications**

* Develop and execute an internal communications strategy.
* Develop and implement an engaging member-based communications strategy with attracts return members.
* Developing and maintaining respect for ACSA as a credible commentator on state and federal aged care issues.
* In conjunction with the Communications team, communicate with all stakeholders (including consumer groups, unions, professional associations) to ensure people are informed about, and engaged with, ACSA campaigns.
* Develop material for members that encourages and supports the active involvement of aged care providers.

**Media Strategies**

* Manage all media functions including media relations and issues management, in conjunction with retained media & government relations agency, to produce timely responses in the form of media releases, opinion pieces, social media, and all communications relevant to ACSA and its stakeholders.
* Prepare proactive member communications via email blasts, the ACSA website and ACSA social media accounts in conjunction with the ACSA Communications team.
* Supervise and support the delivery of an effective industry and mainstream media strategy, and development of robust relationships with industry publications.
* Support development of both proactive and reactive PR strategies and ensure the integration of PR into all brand focused marketing campaigns.
* Develop a positive aged care media strategy and engagement through ACSA media messages and narratives.
* Develop relationships with relevant media contacts to ensure the company reputation is promoted and to mitigate reputational harm.
* Communicate to ACSA stakeholders about ACSA media activities and strategies and provide value-add information on key topics from external resources for members.
* Collaborate and develop joint media strategies with key ACSA stakeholders where appropriate.

**State & Federal Government Relations Program**

* Develop ACSA’s government relations strategies to support organisational goals.
* Enhance the profile of ACSA by forging strong and productive relationships with State and Federal Governments and politicians.
* Coordinate meetings with MPs/key figures and undertake follow-up as required.
* Develop and maintain lobbying database with relevant information about Members/Senators and Local Electorates as well as existing relationships between ACSA staff and Members/Senators.
* Monitor proceeding of the Parliament and Government institutions, political developments, and provide analysis of these for the ELT.
* Work with the Policy / Member Advice Team to provide internal forecasts of the likely effect of public policy changes on ACSA members.
* Consult, drive and coordinate lobbying strategies and campaigns to gain support for desired outcomes for aged care in Australia based on the national approach ACSA takes.

**Strategic Policy Function**

* Develop ACSA’s strategic policy (eg Budget Submissions) to support organisational goals.
* Assist the ELT to develop policies and position statements on behalf of the aged and community care sector.
* Research and write briefing materials.

# Essential Competencies

* Demonstrated leadership skills during periods of change and an ability to build resilient teams
* Ability to communicate effectively with key stakeholders; including divisional councilors, members, political representatives, senior personnel from government and non-government organisations, the Executive Leadership Team and employees
* Ability to provide leadership within a structured strategic framework and to analyse progress towards achievement of agreed outcomes
* Strong understanding of the industry with the ability to articulate the views of members to Federal and State politicians, government agencies and other organisations
* Ability to work with limited supervision on a number of projects/initiatives to achieve outcomes/results, and is able to manage time and tasks effectively
* Sound financial management practices, particularly in the development and maintenance of budgets and financial reports
* Sound overall governance practices

# Qualifications and Experience

* Relevant graduate and post graduate tertiary qualifications or equivalent experience
* An extensive record of experience and achievement in the governance and management at the executive level of a medium to large organisation
* A track record in people leadership and management that values and empowers each employee
* Demonstrated experience in the financial management of a not-for-profit, multi-disciplined organisation
* Demonstrated expertise in quality improvement systems that reflect a personal commitment to learning, improvement and innovation
* Understanding current issues of ageing and the provision of aged care services
* Understanding of and strategic approach to occupational health and safety and related matters
* Knowledge and experience in strategic planning and service development that is also responsive to the challenge of constant change
* Capacity to negotiate and represent industry and member interests at public/media, senior government, non-government, corporate sector, and member levels
* Computer literacy
* Police clearance

# Working conditions

* Frequent interstate travel

# Direct reports

* As per organisational chart

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| **Approved by:** |  |
| **Date approved:** |  |
| **Reviewed:** |  |