

**POSITION TITLE:** Head of Advocacy and Community Engagement

**DEPARTMENT:** Public Engagement

**DATE:** October 2020

**REPORTS TO:** Public Engagement Director

**DIRECT REPORTS:** 3

**Organisational Vision:**

An inclusive world in which all persons with disabilities enjoy their human rights and achieve their full potential.

**Organisational Mission:**

CBM is an international Christian development organisation, committed to empowering people with disabilities in the poorest places on earth.

**Department Objective:**

By 2022, a more diverse and growing number of Australians are inspired to join us in our mission.

**Purpose of Role:**

The Head of Advocacy and Engagement works closely with the PE Director, the IAG Director, CEO and all other managers to enhance the government, sector and public understanding and commitment to disability inclusive development. The position also creates and harnesses the organisation's evidence and impact to ensure policy, key messages and storytelling is developed to meet strategic outcomes.

**Level of Direction or Supervision:**

Reporting to the PE Director, the Head of Advocacy and Community Engagement works at a senior level with responsibility for developing and delivering against objectives within the PE and organisational strategic priorities, including leading the organisation's desire to grow sector and political commitment for Disability Inclusive Development.

Contributing to the senior management group of PE, with a strong intersection with the CEO, programs (IP) and advisory (IAG), this role will enable a strategic-outcome focus, which ensures targets are met, agreed policy and advocacy positions, and influencing strategies are developed and where relevant, available for amplification through relationships, and owned and third-party channels.

The Head of Advocacy and Community Engagement will be an effective manager and collaborative leader who ensures the growth of individuals within teams that report to the role and contributes to the overall performance of Australian Disability and Development Consortium (ADDC) and PE teams. This role builds successful relationships with other leaders and managers across CBM Australia and CBM Global's Advocacy Group.

**Key Working Relationships:**

PE Director, CEO, IAG Director, IP Director, PE leads and managers, ICT and CRM teams, International Programs, Inclusion Advisory Group, Business Operations and CEO's departments.

### Key Tasks and Priorities:

Key Areas of Responsibility	Key Tasks	Performance Indicators	Weighting Total= 100
Member of PE Management Team	<ul style="list-style-type: none"> <li>Collaborate to build departmental and functional strategies, budgets, 18-month activity plans and reporting.</li> <li>Risk reporting and associated mitigation actions reviewed and updated monthly.</li> <li>Ensure efficient and effective collaboration.</li> <li>Develop and establish efficient and effective systems and processes to support the work of the department.</li> <li>Identify and manage opportunities for PE staff to increase knowledge and skill in Disability Inclusive Development, Advocacy, Church and Volunteering.</li> <li>Proactively respond to issues as they arise manage change evenly across the department.</li> </ul>	<ul style="list-style-type: none"> <li>Strategy and activity plans developed, monitored and implemented, and high-quality reporting is produced.</li> <li>A budget, with clear actions/outcomes/targets in place, monitored and achieved.</li> <li>Strong and effective preparation, attendance, actions and follow up of Strategy Implementation Group, Management Teams, Advocacy and Policy meetings, and others as required.</li> <li>PE understand the potential of DID, Policy and Advocacy, Church and Volunteering.</li> <li>A collaborative, respectful and responsive management team environment that addresses issues.</li> </ul>	15%
Staff management	<ul style="list-style-type: none"> <li>Lead clear work plans for direct reports, which are aligned with KPIs and agreed priorities.</li> <li>Lead and coach team members, ensuring clear expectation, performance management and development.</li> <li>Coach/mentor staff to manage workloads conflicts, change and stress.</li> </ul>	<ul style="list-style-type: none"> <li>KPIs are up to date and all direct reports have up to date progress reporting in Cascade.</li> <li>Follow CBM People management processes, practices and training.</li> <li>Team members receive appropriate training and development, and opportunities to increase their skills.</li> </ul>	15%
Policy, advocacy, community	<ul style="list-style-type: none"> <li>Lead the development of an evidenced-based</li> </ul>	<ul style="list-style-type: none"> <li>Policy, advocacy and community engagement</li> </ul>	40%

<p>engagement strategy, activities, messages and campaigns</p>	<p>rolling advocacy and community engagement strategy, and activity plan in line with the CBMA strategy and Global goals while adjusting to emerging priorities.</p> <ul style="list-style-type: none"> <li>• Develop and evolve an all-of-organisation policy and advocacy ways of working.</li> <li>• ADDC and CBM Global Policy and Advocacy objectives and work plans are aligned with the work of the policy and advocacy team.</li> <li>• Provide strong advocacy and government relations - including development of key messages and policy, engagement in lobbying, awareness raising, networking and capacity development.</li> <li>• Drive CBM's approach to engaging the Australian public, including Church and Christian communities, in advocacy and DID, and conduct awareness and education activities in support of strategic objectives.</li> <li>• Ensure quality standards, measures and processes are in place for policy and advocacy, and related activities.</li> <li>• Model and ensure team include the voice and participation of people with disabilities in policy, advocacy and community engagement work.</li> </ul>	<p>strategy meets targets, appropriately adjusts, is effectively implemented, regularly reviewed and clearly communicated.</p> <ul style="list-style-type: none"> <li>• Efficiency with Global network found and developed, and positive strategic outcomes are aligned.</li> <li>• Strong outcomes for people with disabilities are garnered from the whole of CBM's knowledge.</li> <li>• Influencing methods are effective, reviewed and evolved for success.</li> <li>• Advocacy and alliance stakeholders' report positive experience of engagement with team.</li> <li>• CBM Australia's non-financial supporters increase year on year.</li> <li>• Quality and reputation of CBMA's advocacy and policy work is maintained or enhanced.</li> <li>• Key messages are developed, specifically for audiences and backed by evidence and policy.</li> <li>• High standard, professional, external communications from the team that meets stated targets and provides impact.</li> <li>• Voice of people with disabilities is clear in outputs.</li> </ul>	
<p>Contribute to and apply the evidence base for DID in policy and advocacy work</p>	<ul style="list-style-type: none"> <li>• Lead the development and oversee implementation of team's monitoring, evaluation and learning framework ensuring it's</li> </ul>	<ul style="list-style-type: none"> <li>• MEL is systematic in advocacy and community engagement activities.</li> <li>• Case studies, publications, media,</li> </ul>	<p>15%</p>

	<p>embedded in ways of working and learning is feeding back into strategy.</p> <ul style="list-style-type: none"> <li>• Ensure advocacy priorities amplify the priorities of the disability movement.</li> <li>• Oversee and contribute to the development of evidence-based policy positions and advocacy tools (including ADDC) in DID and International Development to enable others to promote DID and ID.</li> </ul>	<p>presentations, submissions and lobbying meet sector need and apply program evidence and learning.</p> <ul style="list-style-type: none"> <li>• Evidence that advocacy priorities are advancing priorities of disability movement.</li> <li>• Advocacy and community engagement resources are used by the target audience.</li> <li>• Growth in number of agencies, politicians, campaigns, etc. that are taking action in support of DID.</li> </ul>	
<p>Develop CBMA networks and represent CBMA to external stakeholders to grow understanding and promotions of DID</p>	<ul style="list-style-type: none"> <li>• Oversee and contribute to coalitions and targeted development of relationships with key policy and advocacy targets and stakeholders.</li> <li>• Develop positive and influential working relationships with key external partners (e.g. key political posts, ADDC, ACFID, DFAT, sector orgs and coalitions).</li> <li>• Review and evaluate partnerships and alliances in line with strategy.</li> <li>• Represent CBMA as required in sector and other meetings (e.g., CBM Global).</li> </ul>	<ul style="list-style-type: none"> <li>• Positive and influential working relationships established and increased advocacy and policy for DID in mainstream INGOs.</li> <li>• Growth in number of agencies, politicians, etc. known by CBMA and taking action in support of DID.</li> <li>• Attendance and contribute to key workshops, functions, meetings, etc.</li> <li>• Ensure partnership are providing value to meet CBMA's mission, vision and values.</li> </ul>	15%

<b>SPECIFIC OUTCOMES REQUIRED</b>
Advocacy and community engagement (ACE) strategy and/or roadmaps are aligned with CBM Australia's organisational strategy, is/are evidence based and successfully implemented.
Teams are managed and led for success, through strong KPIs and accountability, strategic focus, 18-month activity plans and timely and consistent performance management.
ACE benchmarks are developed and targets are met or exceeded (apart from "aspirational goals").
ACE activities are consistent with the principle of "nothing about us without us".
An increasing network of strong and influential relationships in sector, coalitions and government are developed and nurtured.

A growing number of targeted stakeholders and supporters are engaged in and taking measurable action in support of disability inclusive development.
Risk issues related to implementation of advocacy and community engagement objectives are identified, and appropriate mitigation strategies are developed, implemented and monitored.
Timely identification and socialisation of proactive and responsive advocacy and policy opportunities/issues/challenges with succinct proposals developed on ways to proceed.
Reporting, Business Cases and Outputs are created through divergent thinking and collaboration to produce high quality outcomes and ensure ongoing success.
Quality assurance, evaluation and learning systems are embedded, documented and reviewed for efficiency and quality.
The PE Management Team is a cohesive, collaborative problem-solving/decision-making body that leads PE effectively toward achievement of CBM's strategy.

<b>PERSONAL ATTRIBUTES, COMPETENCIES AND QUALIFICATIONS</b>
Experience in Policy and Advocacy in NGOs; post graduate qualifications preferred.
Ability to manage P&Ls, develop collaborative and successful teams and ROI models, and lead cultural change.
Skill in synthesising large amounts of data to see trends, impacts and opportunities, and be able to influence/implement the development end-to-end solutions.
Strong ability to understand different disciplines, including fundraising, customer experience, contact centre and data analysis.
Outstanding communication skills; written, verbal and in facilitation; with the ability to inspire and develop the outputs of others.
Attention to detail and the ability to follow tasks and ideas through to completion.
A commitment to modelling sound disability inclusive approaches, including ensuring the voice and visibility of people with disability in CBMA's advocacy and community engagement work.
Talent for establishing strong, respectful and trusting relationships across all levels of an organisation.
High levels of emotional intelligence (self-awareness, self-regulation, social skills, empathy).
Ability to work with and manage multiple stakeholders, internal and external, to meet agreed objectives.
Strong relationship management, collaboration and problem solving skills.
Experience in leading teams and coaching individuals for performance and in performance management.
High degree of flexibility and adaptability; responsive to changing needs.
Ability to handle conflict, confidential and sensitive issues appropriately.
A willingness to contribute to the growth and development of CBM and its work.
Commitment to CBM's mission and values.

<b>JOB EVALUATION</b>		
<b>Factor</b>	<b>Level</b>	<b>Score</b>
Responsibility and Accountability	5-6	250
Judgement and Decision Making	5-6	142
Interaction and Influence	6	190
Knowledge and Application of Creative and Technical Skill	5	250
TOTAL		832
Salary Grading		11

**Terms and Conditions**

General terms and conditions of employment are as per the CBM Australia General Enterprise Agreement 2015.

**Performance Planning and Review**

Performance planning and reviews will be carried out on a regular basis.

Signed

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Director Public Engagement

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Head of Advocacy and Engagement

Date: \_\_\_\_/\_\_\_\_/2020

Date: \_\_\_\_/\_\_\_\_/2020