



Position Title	Campaigns and Advocacy Manager
Employment Type	Full time, fixed term
Unit	Policy & Advocacy
Location	Sydney
Award	N/A
Award Level	N/A
Date	September 2021
Reviewed by	EGM, P&A & Business Partner, P&C

Position Context

The Royal Australasian College of Physicians (the College) trains, educates and advocates on behalf of more than 17,000 physicians and 8,000 trainees – often referred to as “specialists” – across Australia and New Zealand. Beyond the drive for medical excellence, the College is committed to developing health and social policies which bring vital improvements to the wellbeing of patients.

The Policy & Advocacy unit develops medical and health policies, leads the College’s advocacy initiatives, and provides advice on policy so that the College is actively engaged in health policy debate and is positioned to influence medical and health policy in Australia and New Zealand, as it affects the Fellows and trainees, patients and communities that they serve.

Alignment with the College’s strategic goals is a key driver of the policy areas to which the College gives its attention and the issues on which it advocates.

Position Purpose

The Campaigns and Advocacy Manager will provide campaign and advocacy support to a range of key policy priorities for the College. The work will involve the development and execution of effective advocacy strategies, initiatives and campaigns working closely with the policy team and external media advisors. This will include strategic thinking and, the development of targeted written materials, and effective utilisation of a range of communication and social media vehicles.

This is an independent, senior role that will engage with and support staff members, fellows and trainees to contribute to and be a key part of the College’s advocacy work, harnessing their expertise, experience and profile within the policy and advocacy processes.

Position responsibilities

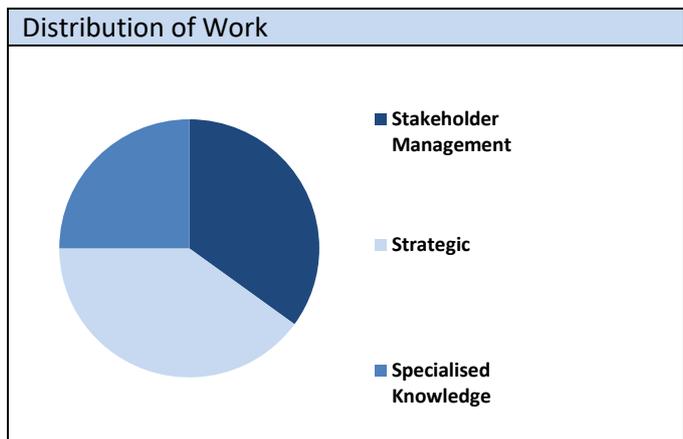
- Develop well thought-out, relevant, campaign strategies, including innovative approaches on identified priorities to advance policy objectives of the organisation
- Develop and oversee the development of campaign materials, including partner and member advocacy packs, messaging guides, external communications, etc.
- Develop government relations strategies to support advocacy campaigns
- Engage key external stakeholders to build successful coalitions
- Drive engagement with members on campaigns
- Engage with key internal stakeholders on the development and execution of campaigns, including media and communications partners, members, and policy and advocacy staff
- Provide strategic advice to the Senior Leadership Team and Policy and Advocacy staff on advocacy strategies and tactics to support government relations and other advocacy work
- Build advocacy capacity within the College by providing training, mentoring, coaching etc as appropriate



Competencies required for success	
Title:	Skilled Definition:
Communicates Effectively	Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
Organisational Savvy	Manoeuvring comfortably through complex policy, process, and people-related organisational dynamics
Balances Stakeholders	Anticipating and balancing the needs to multiple stakeholders
Instils Trust	Gaining the confidence and trust of others through honest, integrity, and authenticity
Courage	Stepping up to address difficult issues, saying what need to be said
Demonstrates self awareness	Using a combination of feedback and reflection to gain productive insight into personal strengths and weaknesses
Being Resilient	Rebounding from setbacks and adversity when facing difficult situations
Drives Results	Consistently achieving results, even under tough circumstances
Builds Networks	Effectively building formal and informal relationships networks inside and outside the organisation
Persuades	Using compelling arguments to gain the support and commitment of others
Business Insight	Applying knowledge of business and the marketplace to advance the organisations goals
Manages Complexity	Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.

Reporting Relationships
Reports to: Executive General Manager, P&A
No of direct reports: N/A
No of reports: N/A
Key Stakeholders
<ul style="list-style-type: none"> • Executive General Manager and General Manager, Policy and Advocacy • Policy and Advocacy staff • Media and communications staff and external agencies • Campaign partners and other key stakeholders such as government and ministerial agencies • Lead Fellows and College office holders
Extent of Authority
<ul style="list-style-type: none"> • Budget authority as determined by financial delegations • No direct reports; however will work with team members to develop campaign materials and resources.

What Makes the Role Complex
<ul style="list-style-type: none"> • Setting clear advocacy strategies and campaign tactics within an organisation serving a wide range of stakeholders • Balancing risk appetite with advocacy objectives • Prioritising and managing strong demand for advocacy support





Essential Attributes

- Extensive experience and proven success in developing and executing successful public advocacy campaigns
- Excellent verbal and written communication skills and ability to develop a wide range of community, government and member-facing communications
- Highly developed stakeholder engagement, relationship management and influencing skills, including with government stakeholders
- Superior knowledge and understanding of government processes
- An excellent understanding of evidence-based behaviour change approaches
- Project management skills, including demonstrated ability to plan, implement, review and achieve project goals and objectives

IT Capabilities

- Microsoft Office Suite (Outlook 360, Word, Excel, PowerPoint, Teams)
- SharePoint
- Video and tele-conferencing platforms
- Social media platforms

Desirable Attributes

- Experience in health or social policy advocacy and understanding of key issues, stakeholders, challenges and opportunities in these areas
- Experience at management level in a government agency or political staff role in public affairs

Would suit somebody who.....

- Is creative and passionate about change
- Enjoys working with internal and external stakeholders and can build positive relationships