



Position Description

Position Title	National Policy & Advocacy Manager
Location	Canberra
Status	Full Time, Fixed Term 12 months (possible extension)
Reports to	Chief Executive Officer
Direct Reports	Digital Engagement and Events Officer

About the National Landcare Network

The National Landcare Network is the national representative body for community Landcare across Australia. We work collaboratively with State and Territory Landcare Organisations, government, industry and community stakeholders to strengthen and support the Landcare movement.

Our work focuses on enabling community led environmental outcomes, supporting volunteers and community organisations and building the long-term capability of Landcare across Australia.

Position Overview

The National Policy and Advocacy Manager is responsible for leading the National Landcare Network's national policy, advocacy and strategic communications functions. Working closely with the Chief Executive Officer, Board, Members Council and State and Territory Landcare Organisations, the role develops national policy positions, coordinates advocacy activities, strengthens relationships with government and strategic partners, and ensures the collective voice of community Landcare is effectively represented in national policy and decision making.



The position provides strategic leadership of the organisation's communications function, ensuring all communications activities support advocacy priorities, strengthen organisational reputation and demonstrate the impact of the Landcare movement. The role also contributes to organisational strategy, business development and thought leadership while ensuring member consultation remains central to all advocacy activities.

Key Responsibilities

National Policy and Advocacy

- Lead the development and implementation of the National Landcare Network's national advocacy and policy agenda.
- Develop evidence-based policy positions that reflect the priorities of State and Territory Landcare Organisations and the Landcare movement.
- Prepare and coordinate submissions to government inquiries, consultations and legislative reviews.
- Develop briefing papers, policy advice and strategic recommendations for the Chief Executive Officer and Board.
- Monitor emerging Commonwealth policy, legislation and funding opportunities.
- Identify opportunities to influence national policy and strengthen the position of community Landcare.
- Represent the National Landcare Network in national policy forums, advisory groups and government working groups.
- Work closely with State and Territory Landcare Organisations to ensure advocacy priorities reflect State and Territory perspectives

Government and Stakeholder Relations

- Develop productive relationships with Commonwealth Ministers, government agencies and key decision makers.
- Coordinate strategic advocacy activities aligned with organisational priorities.
- Position the National Landcare Network as the trusted national voice of community Landcare.
- Support the Chief Executive Officer in meetings with Ministers, senior officials and strategic stakeholders.
- Build relationships with industry, research organisations and national environmental partners.



Communications Leadership

- Lead the organisation's communications strategy.
- Ensure communications activities support advocacy and policy priorities.
- Develop organisational messaging and communication priorities aligned with the NLN's Strategic Plan.
- Provide strategic oversight of media engagement and public messaging.
- Approve key communication materials including media releases, policy publications and advocacy campaigns.
- Supervise and mentor the Digital Engagement and Events Officer.
- Manage external communications and design providers where required.

Member Representation and Consultation

- Lead consultation with State and Territory Landcare Organisations on emerging national issues.
- Support the Members Council by facilitating consultation and collaboration across the network.
- Coordinate national working groups and communities of practice where appropriate.
- Build consensus on national priorities and policy positions across the Landcare movement.
- Facilitate knowledge sharing and collaboration across the Landcare network

Research and Thought Leadership

- Coordinate research that informs policy development and advocacy where appropriate.
- Develop discussion papers and policy publications.
- Analyse emerging environmental, agricultural and natural resource management policy.
- Promote evidence-based advocacy and decision making.
- Develop case studies and impact reports demonstrating the value of community Landcare



Strategic Partnerships and Business Development

- Develop strategic partnerships that strengthen the National Landcare Network.
 - Identify opportunities for collaborative projects and national initiatives.
 - Contribute to funding proposals and grant development.
 - Represent the organisation at conferences, forums and stakeholder events.
 - Support initiatives that increase the profile and influence of the National Landcare Network.
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Essential Qualifications and Experience

- Tertiary qualifications in environmental or agricultural science, natural resource management, environmental policy or a related discipline.
- Demonstrated experience working within the Landcare movement or a State or Territory Landcare Organisation, or extensive experience within the Natural Resource Management, environmental or agricultural sectors with a strong understanding of the Landcare movement.
- Demonstrated experience developing policy positions, advocacy strategies or government relations programs.
- Demonstrated experience engaging with Commonwealth Government, industry and national stakeholders.
- Demonstrated experience leading advocacy campaigns or influencing public policy and driving systems change.
- Demonstrated experience leading communications strategy and organisational messaging.
- Demonstrated experience managing staff or leading multidisciplinary projects.
- Excellent written and verbal communication skills.

Desirable Experience

- Existing relationships across Commonwealth Government, environmental organisations, agricultural organisations or the natural resource management sector.



- Experience working within a national peak body, membership organisation or not for profit organisation.
- Understanding of Commonwealth funding programs and government decision making.
- Experience working with Boards and governance committees.

What Success Looks Like

The National Policy and Advocacy Manager has positioned the National Landcare Network as the recognised national voice of community Landcare, ensuring the priorities of members are consistently represented in national policy, funding and decision making.

Success in this role is demonstrated by:

- The National Landcare Network is recognised by government, industry and stakeholders as the trusted national representative body for community Landcare.
- State and Territory Landcare Organisations being effectively consulted, coordinated and their views reflected in national policy positions and advocacy activities.
- The organisation produces timely, evidence-based policy submissions and briefing papers that influence government policy, funding and legislative outcomes.
- Strong and productive relationships exist with Commonwealth Ministers, government departments, agencies, industry and key stakeholders.
- Advocacy campaigns are well coordinated, strategically targeted and deliver measurable outcomes for the Landcare movement.
- Communications consistently reinforce the organisation's advocacy priorities, increase awareness of community Landcare and demonstrate the impact of volunteers across Australia.
- The Digital Engagement and Events Officer is supported through clear leadership, strategic direction and professional development, resulting in high-quality communications and stakeholder engagement.



- Members report that the National Landcare Network effectively represents their interests and provides leadership on issues of national importance.
- Strategic partnerships and funding opportunities are strengthened, increasing the influence, sustainability and impact of the organisation.
- The organisation is recognised as a trusted source of policy advice, research and thought leadership across the natural resource management, environmental and agricultural sectors.

Performance Indicators

Area	Measure
Policy	High-quality submissions and policy papers delivered on time
Advocacy	Evidence that NLN advocacy has informed government policy or funding decisions
Member Engagement	Positive feedback from State and Territory Landcare Organisations on consultation and representation
Government Relations	Increased engagement with Ministers, departments and agencies
Communications	Growth in media profile and consistent advocacy messaging
Partnerships and Stakeholder relations	New and existing strategic partnerships and stakeholder relationships established (as needed) and maintained
Leadership	Effective leadership of the communications function and staff development
Organisational Impact	Increased recognition of NLN as Australia's peak body for community Landcare