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| <b>Position title</b> | Communications and Advocacy Lead                                                                                                                                                                                                                                                   |
| <b>Classification</b> | Social, Community, Home Care and Disability Services Award 2010 – Level 6. Pay point dependent upon experience.                                                                                                                                                                    |
| <b>Salary range</b>   | Hourly rate \$59.83 to \$62.48. Salary and conditions of employment are as per Social, Community, Home Care and Disability Services Industry Award 2010 (SCHADS) and the Employee Bargaining Agreement (EBA). Copies of both the SCHADS Award and EBA are available at our office. |
| <b>Conditions</b>     | Employee Bargaining Agreement.<br>A mobile phone and laptop will be provided.<br>Flexible Work Arrangements available.<br>Ongoing contract                                                                                                                                         |
| <b>Work location</b>  | Loddon Region, Victoria                                                                                                                                                                                                                                                            |
| <b>Team</b>           | Business Development and Advocacy                                                                                                                                                                                                                                                  |
| <b>Hours of work</b>  | Part-time – 30.4 hours per week, 0.8 FTE.<br>Some out of hour's work may be required.                                                                                                                                                                                              |
| <b>Travel</b>         | Periodic travel within Loddon and across Victoria; occasional interstate travel to support national advocacy, funding and policy engagement.                                                                                                                                       |
| <b>Direct reports</b> | Nil                                                                                                                                                                                                                                                                                |
| <b>Accountability</b> | Head of Business Development and Advocacy                                                                                                                                                                                                                                          |

## **Role Overview**

Reporting to the Head of Business Development and Advocacy, the Communications & Advocacy Lead is responsible for delivering communications, campaign, advocacy and engagement activities that support organisational priorities. The role develops content, coordinates campaigns and events, monitors policy and reform developments, prepares briefing materials, and builds strategic relationships to enhance the organisation's profile, influence and impact across the Loddon region and broader family violence sector.

## **Position Purpose**

The Communications and Advocacy Lead is responsible for leading communications, advocacy and campaign activities that advance the organisation's strategic objective of ending gender-based violence. The role translates organisational priorities into clear and compelling messaging,

# Position Description

## Communications and Advocacy Lead



stakeholder engagement and advocacy initiatives that strengthen awareness, influence decision making and support positive social change.

### Key Relationships

#### INTERNAL

- Head of Business Development and Advocacy
- CEO and Executive Team
- Program Leads and subject matter experts
- Innovation and Impact Unit
- Cross functional teams
- Administration

#### EXTERNAL

- Journalists, editors and media organisations
- Victorian and Commonwealth Ministers' offices, MPs, political advisers, government departments and agencies
- Parliamentary committees and inquiries
- Family violence sector peaks, coalitions and partner organisations
- Regional networks, community leaders and advocacy groups
- Researchers, academics and other subject matter expert

### Key Accountabilities

| Key Result Area                                    | Performance expectations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Political advocacy, positioning & media engagement | <ul style="list-style-type: none"> <li>• Lead identified strategic communications and advocacy activities that support organisational priorities and influence public policy, funding and legislative outcomes.</li> <li>• Develop and implement media plans and activities that support advocacy objectives, increase visibility, and strengthen public understanding of key issues.</li> <li>• Prepare clear and compelling media and communications materials, including media releases, statements, opinion pieces, talking points, FAQs and reactive responses.</li> <li>• Provide strategic communications support and advice to the CEO, Executive and authorised spokespersons to assist effective media engagement and public affairs outcomes.</li> <li>• Act as the organisation's specialist adviser in media and public affairs, providing strategic guidance and expert communications support to the CEO, Executive and authorised spokespersons.</li> <li>• Support issues management by monitoring emerging risks and opportunities, preparing draft responses, and escalating matters through agreed pathways.</li> <li>• Provide expert communications and public affairs advice to Executive and senior leaders regarding advocacy opportunities, stakeholder engagement, reputation management and emerging issues.</li> </ul> |

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| <p>Social change campaigns &amp; strategic communications</p> | <ul style="list-style-type: none"> <li>• Lead the design, implementation and evaluation of integrated communications and social change campaigns involving complex stakeholder engagement, strategic planning and measurable organisational outcomes.</li> <li>• Develop campaign narratives, key messages and audience-focused content across media, organisational channels, partner networks and events.</li> <li>• Partner with teams across CNV and external stakeholders to translate strategic priorities into compelling public-facing communications.</li> <li>• Coordinate campaign-related events, including planning, stakeholder engagement, logistics, accessibility, risk management, delivery and evaluation.</li> <li>• Establish and oversee communications planning processes, priorities and schedules to support organisation wide strategic objectives and operational effectiveness.</li> <li>• Use data, insights and stakeholder feedback to inform campaign planning, refine messaging and strengthen audience engagement.</li> <li>• Monitor and report on campaign, event and social media performance, identifying learnings and opportunities for continuous improvement.</li> </ul> |
| <p>Issues monitoring, research &amp; analysis</p>             | <ul style="list-style-type: none"> <li>• Maintain a proactive watching brief across media, parliamentary activity, government announcements, inquiries and sector developments, identifying implications for family violence policy, funding and legislation.</li> <li>• Undertake research, environmental scanning and sector engagement, including gathering Loddon regional intelligence, to inform communications, advocacy and campaign activities.</li> <li>• Prepare expert analysis, strategic briefings and recommendations for Executive and senior leaders on emerging policy, funding, legislative and reputational issues.</li> <li>• Coordinate rapid response processes, including intake, triage, approvals and publishing, to support timely responses to emerging issues and opportunities.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                           |
| <p>Policy, position papers &amp; executive advice</p>         | <ul style="list-style-type: none"> <li>• Contribute to the development, review and implementation of organisational policy positions, submissions, advocacy strategies and public statements.</li> <li>• Provide communications and advocacy advice on emerging policy issues, parliamentary engagement opportunities and key decision-making processes, including budgets, elections, inquiries and ministerial announcements.</li> <li>• Ensure organisational positions and communications are informed by evidence, lived experience, trauma informed practice, and relevant policy, legislative and service system frameworks.</li> <li>• Maintain governance processes for approvals, version control and records management of organisational positions and statements.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p>Stakeholder engagement &amp;</p>                           | <ul style="list-style-type: none"> <li>• Support strategic engagement with government representatives, sector leaders, community organisations and advocacy partners to advance organisational objectives and policy priorities.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| government relations                                         | <ul style="list-style-type: none"> <li>• Develop and maintain effective relationships with sector peaks, member organisations, community organisations, researchers, coalitions and advocacy partners.</li> <li>• Support the organisation's participation in forums, consultations and stakeholder meetings, contributing professional advice and insights on communications and advocacy matters.</li> <li>• Identify and support opportunities for joint advocacy, strategic partnerships and coordinated communications activities.</li> </ul>                                                          |
| CEO support: speeches, presentations & high-level engagement | <ul style="list-style-type: none"> <li>• Prepare speeches, presentations, briefing packs and key messages for CEO engagements.</li> <li>• Provide research, audience insights and tailored communications support for high-profile meetings, events and speaking opportunities.</li> <li>• Coordinate approvals, collateral and stakeholder liaison to ensure effective and consistent delivery.</li> <li>• Support communications planning and stakeholder engagement activities for high-profile organisational engagements, contributing advice, information and recommendations as required.</li> </ul> |

### Competencies

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| <b>Decision-making</b>         | Identifying and understanding problems and opportunities by gathering, analysing, and interpreting quantitative and qualitative information; choosing the best course of action by establishing clear decision criteria, generating, and evaluating alternatives, and making timely decisions; taking action that is consistent with available facts and constraints and optimises probable consequences. |
| <b>Teamwork</b>                | Works well with others in the pursuit of team goals, shares information, supports others, shows consideration, concern and respect. Attends and participates in team meetings, agency activities, program development, planning days, working groups, team building activities and supervision.                                                                                                           |
| <b>Planning and organising</b> | Establishing an action plan to complete work efficiently and on time by setting priorities, establishing timelines and leveraging resources.                                                                                                                                                                                                                                                              |
| <b>Communication Skills</b>    | Be able to deliver clear, concise and accurate verbal and written updates, including presentation of reports to management or external stakeholders.                                                                                                                                                                                                                                                      |
| <b>Analytical Skills</b>       | Utilisation of advanced analytical and planning skills in reaching decisions and proposing recommendations. Demonstrated analytical and conceptual skills.                                                                                                                                                                                                                                                |
| <b>Emotional Intelligence</b>  | Establishing and sustaining trusting relationships by accurately perceiving and interpreting own and others' emotions and behaviour; leveraging insights to effectively manage own responses so that one's behaviour matches one's values and delivers intended results.                                                                                                                                  |

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| <b>Building Partnerships</b> | Developing and leveraging relationships within and across work groups to achieve results.                                                                           |
| <b>Facilitating Change</b>   | Encouraging others to implement better approaches to address problems and opportunities, managing the implementation and acceptance of change within the workplace. |

## **Leadership Capabilities**

In line with the CNV Leadership Program, Communications and Advocacy Lead influences and supports colleagues to achieve shared outcomes through collaboration, expertise and positive role modelling. The role fosters strong working relationships, contributes to team effectiveness, and promotes consistent ways of working. By demonstrating initiative, sharing knowledge, and supporting a culture of trust, inclusion and accountability, the role strengthens collective performance without formal supervisory responsibility.

## **Key Selection Criteria**

### **Mandatory:**

1. Tertiary qualification in communications, journalism, public relations, political science, public policy, social sciences or a related discipline, or equivalent professional experience.
2. Demonstrated experience leading strategic communications, advocacy or social change initiatives that influence public awareness, stakeholder engagement, policy development or organisational outcomes.
3. Demonstrated ability to provide expert communications, public affairs and advocacy advice to senior leaders, executives or key stakeholders, including issues management and strategic positioning.
4. Highly developed research, analytical and policy skills, including experience developing submissions, briefing papers, position statements and advocacy materials, and translating complex information into clear recommendations.
5. Demonstrated ability to establish, maintain and influence productive relationships with government representatives, sector partners, community organisations and other stakeholders, including negotiation and collaboration on matters of organisational significance.
6. Demonstrated experience planning, implementing and evaluating integrated communications, media, advocacy or engagement campaigns, including events, content development and audience engagement strategies.
7. Proven ability to exercise a high level of professional judgement, manage competing priorities, respond to emerging issues and contribute to organisational decision-making and strategic objectives.
8. Understanding of gender equality and the drivers and impacts of family and gender-based violence, together with a demonstrated commitment to feminist practice, cultural safety, equity, inclusion and trauma-informed approaches.

# Position Description

## Communications and Advocacy Lead



### Desirable:

1. Experience working in the family violence, community services, government, peak body or advocacy sectors.
2. Knowledge of rural and regional communities, particularly the Loddon region.
3. Established networks across government, community services, gender equality or family violence sectors.

### Role specific requirements:

- Capacity to work outside standard hours when required to respond to time-critical media/political developments.
- Capacity to coordinate and attend campaign-related events, including occasional early morning, evening or weekend commitments as required.

### **Application Process**

**To be considered for this role, you will need to provide a cover letter and current resume.**

**Applicants will be assessed against the Key Selection Criteria listed in the Position Description.**

**Find information about the Application Process on the Careers page of our website**

**<https://www.cnv.org.au/job-application-process>**

**Application close: 5pm Friday 2 October 2026**

**Note: we will review applications as they come in and may close the advertisement earlier.**

CNV is an Equal Opportunity Employer; values diversity and encourages applications from Aboriginal and Torres Strait islander people, people living with disabilities and culturally and linguistically diverse backgrounds.

Further information regarding employee benefits, organisational overview and further job opportunities can be found on the Careers page of our website [www.cnv.org.au](http://www.cnv.org.au)

Any enquiries can be directed to the People and Culture team on 03 5430 3000 or by email [vacancies@cnv.org.au](mailto:vacancies@cnv.org.au)

### **Other Requirements**

| Requirements                           | Performance expectations                                                                                                                                                                                                                                                                        |
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| <b>Mandatory prior to commencement</b> | <ul style="list-style-type: none"><li>• All offers of employment are subject to satisfactory background checks including a National Police Check (including an international police check if resided continuously in an overseas country for 12 months or more in the last 10 years).</li></ul> |

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|                                                                | <ul style="list-style-type: none"> <li>• A current Employee Working with Children Check (WWCC) card is required and must be provided prior to commencement of employment by the applicant. Currency will need to be maintained by the employee for the period of employment.</li> <li>• All employees are subject to child safety screening and assessment against child safety standards as part of our thorough recruitment process.</li> <li>• Applicants are required to provide a certified copy of relevant Qualifications.</li> <li>• Employees must hold a valid Australian driver's licence to drive CNV fleet vehicles.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Eligibility and the Right to Work and Live in Australia</b> | <p>To be considered for employment at the Centre for Non-Violence (CNV) you are required to have Australian citizenship or to be a permanent resident of Australia or have a valid visa that provides work rights.</p> <p>You can gain employment with CNV if you are:</p> <ul style="list-style-type: none"> <li>• An Australian citizen – a birth certificate, citizenship certificate or current passport is proof of eligibility.</li> <li>• A non-citizen with a valid visa that provides work rights – a current passport containing the visa is proof of eligibility. As the visa has an expiry date, non-citizens can only engage in casual, temporary or fixed term roles that do not extend beyond the expiry date.</li> </ul> <p>Documents that are a proof of Right to Work:</p> <ul style="list-style-type: none"> <li>• Australian Passport.</li> <li>• Full Australian Birth Certificate and a form of photo ID.</li> <li>• Australian Citizenship Certificate.</li> <li>• Certificate of evidence of resident status.</li> <li>• Valid visa with work rights.</li> </ul> |
| <b>Cultural and Child Safety Statement</b>                     | <ul style="list-style-type: none"> <li>• CNV is a child safe organisation. We are committed to the safety, participation, and empowerment of all children and young people that engage with our organisation, including but not limited to individuals who identify as Aboriginal and Torres Strait Islander, Culturally and/or linguistically diverse, Gender diverse and/or same sex attracted and People with a disability.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>CNV Board Statement of Commitment</b>                       | <ul style="list-style-type: none"> <li>• We recognise and acknowledge Aboriginal and Torres Strait Islander peoples as the First Nations people of these lands and waterways.</li> <li>• We acknowledge Aboriginal and Torres Strait Islander peoples' sovereignty, and sacred connection to the lands and waterways and we celebrate their strong and enduring cultures, identities, and self-determination.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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|                                                    | <ul style="list-style-type: none"> <li>• We are sorry for the endured trauma and torment of powerlessness inflicted on Aboriginal and Torres Strait Islander peoples as a result of the ongoing impact of colonisation, systemic discrimination, and white privilege.</li> <li>• We accept and acknowledge the invitation to walk with Aboriginal and Torres Strait Islander peoples, and strongly support the Uluru Statement from the Heart, constitutionally enshrined Voice to Parliament and the call for a Makarrata Commission to supervise agreement, treaty, and truth-telling about our history.</li> <li>• We uphold the unique human rights of Aboriginal and Torres Strait Islander peoples as outlined by the United Nations Declaration of the Rights of Indigenous Peoples and seek a future where they have power of their voice, rights, destiny, and their children flourish.</li> </ul> |
| <b>Cultural Safety in the Workplace</b>            | <ul style="list-style-type: none"> <li>• CNV recognises the important and unique contribution Aboriginal and Torres Strait Islander employees make by bringing their unique skills, knowledge, and experience to the workplace. They also contribute important insight into how CNV can provide for and engage with Indigenous clients and communities more effectively.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Commitment to CNV's vision and Philosophies</b> | <ul style="list-style-type: none"> <li>• Champion and act as an advocate for the highest standards of ethical and professional behaviour.</li> <li>• Strong commitment to CNV's vision, feminist values and principles including an understanding of the role and impact of gender and other inequalities in relation to family violence.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Our commitment to diversity and inclusion</b>   | <p>CNV strives to be an inclusive, safe, and responsive organisation that promotes diversity and actively supports inclusion for people and communities identifying as, but not limited to:</p> <ul style="list-style-type: none"> <li>• Aboriginal and Torres Strait Islander.</li> <li>• LGBTIQ+.</li> <li>• People with disabilities.</li> <li>• People from diverse cultural and linguistic backgrounds.</li> <li>• People of all ages.</li> <li>• People with caring responsibilities.</li> <li>• People with diverse religious beliefs or affiliations.</li> </ul> <p>All CNV employees, contractors and volunteers are required to:</p> <ul style="list-style-type: none"> <li>• Take reasonable care to respect differences, to foster a workplace that is safe, healthy, positive, supportive, and free from all forms of harassment, bullying and discrimination.</li> </ul>                      |

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|                                               | <ul style="list-style-type: none"> <li>• Undertake all interactions with clients, families and co-workers in a culturally sensitive manner and take appropriate account of cultural and linguistic diversity.</li> <li>• Address any unacceptable behaviour witnessed or experienced within the workplace directly with the individual/s responsible, if safe to do so or report to a relevant Supervisor or Manager.</li> <li>• Participate in and contribute to training, events, and learning opportunities to celebrate differences, increase awareness and understanding of diversity and inclusion.</li> <li>• Raise concerns and/or complaints in a constructive manner, including identifying possible solutions.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Occupational health &amp; safety (OHS)</b> | <p>CNV is committed to ensuring the health and safety of its employees and any other individuals present in our workplaces.</p> <p>In achieving and maintaining workplace health and safety, CNV will apply best practice in OHS in accordance with statutory obligations at all times.</p> <p>All CNV employees, contractors and volunteers are required to:</p> <ul style="list-style-type: none"> <li>• Take reasonable care for their own health and safety and for that of others in the workplace by working in accordance with legislative requirements and CNV's OHS policies and procedures.</li> <li>• Take reasonable care their actions or omissions do not adversely affect the health and safety of themselves and others.</li> <li>• Cooperate with any reasonable directions, policies and procedures relating to health and safety in the workplace.</li> <li>• Report all injuries, illness or 'near misses' to their supervisor or manager.</li> <li>• Participate in relevant health and safety training based on roles and responsibilities.</li> <li>• As required, participate in the development and implementation of specific OHS hazard and risk management strategies.</li> </ul> <p>CNV strongly recommends (but does not mandate) that all employees maintain their COVID-19 vaccination status in accordance with ATAGI advice.</p> <p>In addition to the above, positions with supervision or management responsibility are required to ensure a safe and healthy work environment for all employees, clients, contractors, and visitors. This can be achieved by ensuring all people are aware of and have access to OHS policies, procedures, training, and reporting systems.</p> |
| <b>Risk Management</b>                        | <ul style="list-style-type: none"> <li>• Follow all CNV policies and procedures in relation to risk management.</li> <li>• Conduct risk assessments.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

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|                                        | <ul style="list-style-type: none"> <li>• Demonstrate an understanding of, and a commitment to, CNV's Risk Management Framework.</li> <li>• Report all hazards and incidents of which they become aware.</li> <li>• Follow all CNV policies and procedures in relation to risk management.</li> <li>• Raise concerns and/or complaints in a constructive manner, including identifying possible solutions.</li> </ul>                                                                                                                                                                                                                                                     |
| <b>Privacy</b>                         | <ul style="list-style-type: none"> <li>• CNV is governed by the Information Privacy Act 2000 and the Australian Privacy Principles (APPs) and is committed to protecting the information it collects, monitoring its use and maintaining its integrity. Therefore, any information collected will be solely for the primary purpose intended and will be destroyed when no longer required.</li> <li>• Ensure all Privacy and Data Security practices as outlined in policy are being maintained by staff through the provision of induction/probation information, instruction, training, and supervision.</li> </ul>                                                   |
| <b>Use of Confidential Information</b> | <p>Employees shall not use confidential information to gain advantage for themselves or for any person or body, nor shall they use this information improperly to cause harm to any person, body or CNV.</p> <p>Both during and after employment with CNV, employees must:</p> <ul style="list-style-type: none"> <li>• Not communicate confidential or private information to third parties.</li> <li>• Not make use of any information gained through employment at the Centre for Non-Violence Inc for any purpose other than the discharge of official duties.</li> <li>• Only access personal records, files, and information to facilitate direct work.</li> </ul> |

### **Position Description Changes**

This Position Description is indicative of the initial expectation of the role and subject to change in line with requirements of CNV's goals and priorities, activities or focus of the job. The incumbent can expect to be allocated duties not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this level.