



JOB DESCRIPTION & SPECIFICATIONS

Job Title: Government Relations & Advocacy Manager	Location: North Melbourne
Department: Philanthropy and External Relations	Employment Type: Full-time

The LOST DOGS' HOME Vision and Mission:

Vision:

Giving animals the best chance of a happy and healthy life.

Purpose:

We care for lost dogs, cats, and other companion animals. We reunite lost pets with their families, find new homes for others, and always seek the best possible outcomes for all animals that come into our care.

ROLE PURPOSE:

The Government Relations & Advocacy Manager leads the day-to-day delivery of The Lost Dogs' Home's government relations and advocacy agenda, building the relationships, influence and public support required to advance the organisation's strategic priorities and improve animal welfare outcomes.

Working closely with the Head of Communications & Public Affairs, Chief Commercial & Engagement Officer and Chief Executive Officer, the role develops and maintains trusted, bipartisan relationships across government, political, sector and community stakeholders and identifies opportunities to influence government policy, investment and decision-making.

The role translates organisational strategy and evidence into targeted advocacy, government engagement and campaigns, supported by compelling communications, stakeholder engagement and earned-media activity. It provides strategic advice and political intelligence to senior leaders and represents The Lost Dogs' Home with external stakeholders within agreed delegations.

As a senior member of the Communications & Public Affairs function, the role provides leadership across departmental priorities and supports the Head of Communications & Public Affairs in coordinating team delivery. The role also applies strong written and strategic communication capability to priority government funding proposals, grants and tenders where these support organisational objectives.



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REPORTING & RELATIONSHIPS:

Direct Line Manager: Head of Communications and Public Affairs		One-Up Manager: Chief Commercial and Engagement Officer	
Direct Reports: 2	Indirect Reports: 0	Team Size: 12	
Key Relationships:			
<u>Internal:</u>	Head of Communications & Public Affairs; Chief Commercial & Engagement Officer; CEO and Executive Leadership Team; Communications & Public Affairs team; Fundraising and Philanthropy; Veterinary Services; Shelter and Operations leaders; other internal subject-matter experts.		
<u>External:</u>	Ministers and Shadow Ministers; Members of Parliament; political advisers and Chiefs of Staff; government departments and agencies; local government; animal welfare and rescue organisations; peak bodies; community and social sector organisations; advocacy partners; research institutions; philanthropic and corporate stakeholders.		
<u>Committees/Teams:</u>	Advocacy Committee		

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ACCOUNTABILITIES:

Key Result Area	Accountability	Key Performance Indicator
Government Relations & Political Engagement	• Develop and implement proactive government relations and political engagement plans aligned with LDH's strategic and advocacy priorities. • Help build and maintain trusted, bipartisan relationships with Ministers, Shadow Ministers, Members of Parliament, advisers, government departments, agencies and local government. • Identify political, policy, budget and funding opportunities and advise senior leaders on engagement, positioning and influence strategies. • Represent LDH in government and stakeholder meetings within agreed delegations and support the CEO and Executive in high-level political engagement. • Prepare political and stakeholder briefings, meeting strategies, correspondence, speaking points and follow-up actions. • Maintain a strategic stakeholder map and engagement pipeline to ensure priority relationships are actively developed. • Monitor the political and government environment and provide timely intelligence on emerging opportunities, risks and decision-making windows.	1. Priority government relationships established and actively maintained across government and opposition. 2. Government engagement plan delivered against agreed priorities. 3. Increased access to relevant Ministers, Shadow Ministers, advisers, departments and decision-makers. 4. LDH increasingly engaged in relevant government consultations, briefings and policy discussions. 5. Government engagement generates demonstrable advocacy, policy, partnership or investment opportunities. 6. Executive receives timely, high-quality political and stakeholder intelligence.

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Key Result Area	Accountability	Key Performance Indicator
Advocacy Strategy, Campaigns & Influence	• Lead the day-to-day implementation of TLDH's Advocacy Strategy and annual advocacy plan. • Translate organisational priorities into targeted advocacy initiatives and campaigns with clear objectives, audiences, messages, tactics and measures. • Identify advocacy opportunities and recommend when and how LDH should engage government, stakeholders, media, supporters and the community. • Coordinate advocacy activity across government relations, stakeholder engagement, communications, media and community mobilisation. • Build coalitions, partnerships and stakeholder support around shared priorities where this strengthens LDH's influence. • Develop campaign strategies and tactics that build political, stakeholder and public support for priority issues. • Evaluate advocacy activity and adapt tactics in response to political, stakeholder and community developments. • Ensure advocacy remains evidence-informed, non-partisan, solutions-focused and aligned with organisational strategy.	1. Advocacy Strategy milestones delivered to plan. 2. Priority campaigns developed and executed against agreed objectives. 3. Increased stakeholder support and endorsement for priority advocacy positions. 4. Advocacy generates measurable government, political, media and community engagement. 5. Emerging opportunities are proactively identified and acted upon. 6. Advocacy outcomes and influence are measured and reported.

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Strategic Communications & Public Affairs.	- Work with the Head of Communications & Public Affairs to translate advocacy priorities into compelling narratives and communications. - Develop key messages, speeches, opinion pieces, media materials, stakeholder communications, executive communications and campaign content. - Identify proactive earned-media opportunities that advance advocacy objectives and support media engagement and spokesperson preparation. - Develop compelling stories, case studies and evidence-based content demonstrating the community and animal welfare impact of LDH's priorities. - Ensure advocacy messaging is consistent across government, stakeholder, media, supporter and organisational communications. - Support broader communications priorities and team delivery during major campaigns, issues or periods of heightened activity.	1. Clear and consistent advocacy narratives and messaging delivered across priority audiences and channels. 2. Proactive pipeline of advocacy communications and earned-media opportunities developed and delivered. 3. Advocacy campaigns achieve agreed media, stakeholder and audience engagement targets. 4. High-quality executive, stakeholder, campaign and media materials delivered accurately and on time. 5. Communications activity demonstrably strengthens awareness, stakeholder support and influence for LDH's advocacy priorities.
Evidence, Policy & Strategic Advice	- Maintain the evidence required to support priority advocacy positions and campaigns. - Translate operational data, research, lived experience and sector evidence into persuasive advocacy arguments and recommendations. - Develop policy positions, submissions and consultation responses where these directly advance agreed advocacy priorities. - Monitor relevant legislative, regulatory and policy developments and advise on implications for LDH. - Work with internal subject-matter experts to ensure advocacy positions are credible and evidence-informed. - Commission or coordinate additional research where strategically required.	1. Priority advocacy positions are supported by credible, current and relevant evidence. 2. Policy positions, submissions and consultation responses are strategically targeted, high quality and delivered on time. 3. Relevant policy, legislative and regulatory developments are identified early and translated into timely organisational advice. 4. Evidence and operational insights are effectively translated into persuasive advocacy arguments and recommendations. 5. Evidence and policy activity demonstrably strengthens LDH's advocacy, government engagement and influence.

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Strategic Funding & Proposals	- Identify and lead priority government and strategic funding opportunities aligned with organisational objectives. - Prepare high-quality government grants, tenders, funding submissions and strategic proposals. - Translate organisational evidence, impact and advocacy priorities into compelling cases for investment. - Work collaboratively with Fundraising, Philanthropy and operational teams on securing significant funding opportunities. - Support reporting and acquittals for strategically significant grants where required.	1. Priority government and strategic funding opportunities proactively identified and progressed. 2. High-quality grant, tender and funding submissions delivered on time and aligned with organisational priorities. 3. Agreed funding application, success and revenue targets achieved or progressed against plan. 4. Funding proposals demonstrate a compelling, evidence-based case for investment. 5. Funding relationships, reporting and acquittal requirements effectively managed in collaboration with relevant teams.
Leadership & Department Support	- Support the Head of Communications & Public Affairs, providing leadership and continuity across departmental priorities. - Support team planning, prioritisation and coordination across communications, advocacy, government relations and stakeholder engagement. - Manage, support, and develop direct reports by ensuring the vision is set, objectives are clear, operational plans are realised, and other set targets are achieved. - Step into additional leadership responsibilities in the absence of the Head of Communications & Public Affairs. - Build strong working relationships across the organisation and ensure advocacy and communications activity is integrated with organisational priorities. - Contribute to departmental strategy, planning, reporting and continuous improvement.	1. Effective leadership support and continuity provided to the Head of Communications & Public Affairs. 2. Departmental priorities and cross-functional activity coordinated effectively and delivered against agreed plans. 3. Positive team and stakeholder feedback demonstrates effective leadership, collaboration and support. 4. Advocacy, government relations and communications activity is effectively integrated with organisational priorities. 5. Departmental planning, reporting and continuous improvement requirements are delivered to agreed standards and timeframes.

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PERSONAL REQUIREMENTS:

Qualifications:	Importance
Relevant tertiary qualification in communications, public affairs, politics, public policy, government relations or a related discipline, or equivalent relevant professional experience.	Essential

Knowledge, Skills & Experience:	Importance
Demonstrated experience in government relations, public affairs, advocacy or political engagement, ideally within a complex organisation, NFP, peak body, advocacy organisation, government or agency environment.	Essential
Demonstrated ability to build trusted relationships with political and government stakeholders and navigate government decision-making processes.	Essential
Experience developing and delivering advocacy strategies, campaigns or public affairs initiatives designed to influence decision-makers and achieve measurable outcomes.	Desirable
Strong understanding of Victorian government and political processes, including parliamentary, departmental, legislative, budget and election cycles.	Essential
Demonstrated ability to translate complex issues and evidence into persuasive advocacy narratives, briefings, communications and calls to action.	Essential
Strong strategic communications capability, including campaign messaging, stakeholder communications and supporting earned-media activity.	Essential
Exceptional written and verbal communication skills across executive, government, stakeholder and public audiences.	Essential
Demonstrated political judgement, discretion and ability to operate effectively in complex or sensitive environments.	Essential
Experience providing strategic advice and preparing senior executives for high-level government and stakeholder engagement.	Essential
Demonstrated leadership capability and ability to coordinate priorities and people without relying on formal authority.	Essential
Experience in animal welfare, community services, health, social policy or the NFP sector.	Desirable
Understanding of Victorian animal welfare legislation and policy.	Desirable



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• Experience in coalition building, supporter mobilisation or community campaigning.	Desirable
• Grant, tender or government funding proposal experience.	Desirable
• Experience measuring advocacy/public affairs outcomes.	Desirable
• Experience developing policy submissions, consultation responses or government briefings.	Desirable

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Personal Attributes:

- **Communication** – Communicates effectively and flexibly at all levels
- **Relationship Building** – Builds trust through consistent actions, values and communications and establishes and maintains relationships with people at all levels
- **Emotional Intelligence** – Ability to manage own emotions to achieve effective communication & influencing and respond to other's emotional reactions with appropriate empathy
- **Commitment** – Demonstrates genuine commitment to The Lost Dogs' Home's purpose and to achieving practical, sustainable improvements in animal welfare.
- **Accountability** – Takes responsibility for own standards or work, delivers on promises and commitments and rectifies mistakes/omissions when identified. Accepts consequences that flow from level of work quality
- **Flexibility** – Displays willingness and aptitude to alter methods and behaviours, adapting to new situations or evolving needs and preferences of others
- **Teamwork** – Works in ways that enhance group effectiveness, playing their part to support and enable others so that group objectives are achieved.
- **Political Judgement** - Demonstrates sound judgement and discretion in politically sensitive environments and understands the implications of different approaches, messages and relationships.
- **Influence** - Builds credibility and uses evidence, relationships, communication and judgement to influence others and achieve outcomes.
- **Strategic Agility** - Understands the broader environment, identifies emerging opportunities and risks and adapts tactics accordingly.
- **Leadership** - Provides clarity, direction and support to others and contributes positively to team performance and organisational leadership.