

Job Description: VIC Executive Director

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	VIC Executive Director
Business Unit & Location	Melbourne
Reports to	Chief Executive Officer
Direct reports	TAS Executive Director VIC Deputy Executive Director VIC Executive Assistant VIC/ TAS Commercial Director VIC Events Manager

Position Purpose	A key leadership position within the Property Council. This role leads the co-ordination and delivery of the VIC Division's policy, advocacy, government relations and corporate communications activities, within the framework of the Property Council's commercial priorities and membership services.
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Relationships	
Key Internal Relationships	VIC/TAS Division team members Executive Committee Chief Operating Officer, Head of Business Innovation, Head of People & Culture Other state and territory Executive Directors National Conferences team Membership Central
Key External Relationships	VIC President and Division Council. TAS President and Division Council. VIC & TAS Premiers, ministers, shadow ministers and their advisers. Property Council members, especially committee members. Relevant state government agencies and senior public officials and public servants Local government, particularly major metropolitan councils and those in major regional centres. Other relevant advocacy and industry groups. Political, business and property media.

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Leadership	<p>Be the public voice of the property industry in VIC.</p> <p>Lead public debates on issues relevant to the industry.</p> <p>Achieve a strong media profile for the Property Council and the industry which reinforces our desired brand.</p> <p>Lead public facing communications campaigns in support of advocacy and branding objectives.</p> <p>Champion diversity in the property industry.</p> <p>Develop and send clear organisational-wide communications regarding the strategy of the VIC Division.</p>	<p>Positive brand perception for the Property Council and the industry.</p> <p>High public awareness of the Property Council and the issues we champion.</p> <p>Effectiveness of speaking engagements and campaigns.</p> <p>Quality of media comment.</p> <p>Number of media hits.</p>
Advocacy & Research	<p>Be the chief advocate for the property industry in VIC.</p> <p>Develop policy positions, research and submissions to support industry interests.</p> <p>Develop and deliver advocacy and campaign strategies in support of our objectives.</p> <p>Monitor and respond to government announcements, policy and legislation.</p> <p>Develop and maintain strong relationships with state policy makers and key councils.</p> <p>Represent the industry in meetings and in government advisory committees.</p> <p>Utilise alliances in support of our advocacy objectives.</p>	<p>Advocacy wins.</p> <p>Quality of our policy positions, research and submissions.</p> <p>Member engagement, awareness and support.</p> <p>Access to decision makers and quality of political relationships.</p> <p>Representation on government advisory committees.</p>
Member services and financial performance	<p>Implement strategies to retain and attract members in conjunction with Membership Central team.</p> <p>Ensure there is a VIC event program which provides deep value to members and strong commercial returns to the Property Council.</p> <p>Provide high quality corporate communications to members (newsletter, alerts, web content, social media presence).</p> <p>Pursue other commercial opportunities.</p> <p>Manage expenses.</p>	<p>High member satisfaction.</p> <p>High member retention, especially core members.</p> <p>Solid new membership growth.</p> <p>Meet and exceed the division's financial targets.</p> <p>High sponsor satisfaction and retention.</p> <p>High member satisfaction with events.</p> <p>Event commercial returns met or exceeded, including event margins.</p> <p>Quality of communications material and reader engagement levels.</p>

<p>Governance</p>	<p>Make a strong positive contribution to the overall performance of the Property Council as a member of the Executive Committee and Leadership Group.</p> <p>Set the Property Council's overall strategy and business plan for VIC (with approval of Division Council).</p> <p>Work with the TAS Executive Director to set the overall strategy and business plan for TAS (with approval of the TAS Division Council).</p> <p>Prepare the VIC divisions' annual budgets for approval and manage the divisions' financial performance.</p> <p>Support the VIC President in running an effective Division Council.</p> <p>Ensure member committees are effective.</p>	<p>Clear, effective and supported strategies and business plan in place.</p> <p>Effectiveness of Division Council.</p> <p>Contribution to Executive Committee and Leadership Group.</p> <p>Overall performance of the Property Council.</p>
<p>People and Culture</p>	<p>Provide strong leadership and coaching to develop and retain a high-performance team.</p> <p>Develop a team culture plan that builds a shared sense of direction, clarifies priorities and goals, and inspires others to achieve them.</p> <p>Model and encourage a culture of continuous learning, which values high levels of constructive feedback, and exposure to new experiences.</p> <p>Review and evaluate staff performance and development as part of the annual performance and development cycle.</p> <p>Recognise talent, develop team capability and undertake succession planning.</p> <p>Proactively champion and role model a one-company culture and our company values.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p> <p>Staff engagement levels.</p> <p>Retention of key talent, and robust succession planning in place.</p> <p>Achievement of team and individual outcomes.</p> <p>Positive role model across the organisation.</p>

Requirements including essential criteria

<p>Experience and skills</p>	<p>Minimum 8-10 years' experience in similar leadership role.</p> <p>Strong leadership capability, evidenced in well-developed people management skills, problem solving, analytical and conceptual skills.</p> <p>Proven ability to create a positive team culture, which is founded on trust, collaboration, shared accountability and recognition.</p> <p>Excellent understanding of political and policy development processes and deep experience in policy writing.</p>
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	<p>Extensive experience in media and public speaking.</p> <p>Excellent stakeholder management and communication skills (written and verbal), including interpersonal, negotiation and advocacy skills.</p> <p>Ability to work in a fast-paced, agile environment with an open mind, proactively identifying issues and improvement opportunities.</p> <p>Ability to develop and maintain strategic networks.</p>
Education	Tertiary education in politics, public affairs, economics, law, communications or similar.
Essential requirements	<p>Immediate responses to political and media environment events, as required.</p> <p>Attendance at some member events and stakeholder engagement outside normal work hours.</p> <p>Interstate travel required at times.</p>

Property Council of Australia
 Level 1, 11 Barrack Street
 SYDNEY NSW 2000
 P: [9033 1900](tel:90331900)
www.propertycouncil.com.au