

Job Description: VIC Senior Policy & Communications Advisor

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 Senior Policy & Communications Advisor
Business Unit & Location	VIC Division, Melbourne
Reports to	VIC Deputy Executive Director
Direct reports	None

Position Purpose	To develop, advocate and communicate public policy positions that progress the Division's policy & advocacy priorities
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Relationships	
Key Internal Relationships	VIC Deputy Executive Director VC Executive Director VIC advocacy team Advocacy staff from around the country VIC commercial staff Head of Media and Communications
Key External Relationships	Property Council members Government, Opposition, state agencies, local government Allied business, industry and professional groups Media

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Advocacy	Monitor the legislative and political process. Develop policy positions to put to state and local government incorporating strong member input. Prepare submissions to state and local government. Provide input into Federal Government submissions as required.	Impact on policy decision/outcome. Number of policy papers and submissions. Member engagement. Quality of submissions. Quality of analysis and issue management.

	<p>Represent the property industry in meetings with state and local government.</p> <p>Foster positive relationships with key politicians, their advisors and State and local government officers.</p>	<p>Number of visits to stakeholders and number of positive outcomes.</p> <p>Responsiveness to stakeholder requests.</p> <p>Deadlines met.</p>
Member Committee Support	<p>Administer and attend relevant member committees and working groups.</p>	<p>Efficient operation of committee/working group.</p> <p>Number of meetings attended.</p> <p>Committee members attended.</p> <p>Efficient turnaround of agendas and minutes.</p> <p>Completed follow-up actions.</p> <p>Deadlines met.</p>
Communications	<p>Under guidance from the Deputy Executive Director, develop and implement communication and media strategies for the Division.</p> <p>Identify and secure relevant media opportunities, including specialist and mainstream media, and brief ED.</p> <p>Generate media interest in our activities by media monitoring and relationship management.</p> <p>Generate content for the following:</p> <ul style="list-style-type: none"> • Online, digital and print communications including member-only communications; • materials that support advocacy campaigns; and • correspondence to politicians, political candidates and other key stakeholders. <p>Foster positive relationships with relevant media outlets and individual journalists.</p> <p>Prepare engaging and high-impact speeches/presentations for ED or Deputy ED for internal and external events and forums.</p> <p>Assist Head of Media and Communications as required.</p>	<p>Number of media hits.</p> <p>Quality of media hits.</p> <p>Quality of communications materials (including written).</p> <p>Timeliness of communications materials.</p> <p>Number of followers and level of profile in on-line communications.</p> <p>Positive feedback from stakeholder.</p>
Research	<p>Identify suitable research projects to support the advocacy work.</p> <p>Conduct and manage the research projects.</p>	<p>Accurate data and information obtained.</p> <p>Number of research projects.</p> <p>Success of advocacy objective.</p> <p>Deadlines met.</p>

<p>Commercial</p>	<p>Identify and design policy-related seminars and events including member-only briefings and boardroom lunches.</p> <p>Proactively assist commercial staff in identifying and scoping product and new member opportunities (e.g. identifying speakers, content and generating content).</p> <p>Develop materials to support events, including marketing copy, speeches, letters of invitation and reviews.</p> <p>Foster positive relationships with members and key industry representatives.</p> <p>Assist commercial staff in the delivery of seminars, forums and events.</p>	<p>Financial surplus generated.</p> <p>Quality of event topics and speakers.</p> <p>Member-only briefings held.</p> <p>Event attendance.</p> <p>Media attendance at events.</p> <p>Event feedback.</p>
<p>People and Culture</p>	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p>

Requirements including essential criteria

<p>Experience and skills</p>	<p>Demonstrated understanding of the political process.</p> <p>Ability to deal with policy issues relating to the property industry including planning and development, taxation, infrastructure, tourism, and economic and urban growth.</p> <p>At least 5 years' experience in communications, journalism and/or policy and advocacy.</p> <p>Established relationships with the media and an understanding of the media cycle.</p> <p>Ability to manage issues and projects.</p> <p>Demonstrated record of preparing structured reports and policy documents.</p> <p>Strong research and analytical skills.</p> <p>Good and versatile written communication skills.</p> <p>Good verbal communication and negotiation skills.</p> <p>Ability to work in a small team environment and be able to develop effective relationships internally and externally.</p> <p>Ability to be self-motivated, to work on your own with limited supervision.</p> <p>Ability to undertake multiple tasks at the same time and meet competing deadlines.</p>
<p>Knowledge</p>	<p>Tertiary qualifications in one of the following: politics, communications, journalism, planning, architecture, law, economics or property development.</p>
<p>Education</p>	<p>Should provide for minimum educational qualifications or, if appropriate, equivalent demonstrable work experience, such as:</p> <ul style="list-style-type: none"> • Minimum Diploma level education in business administration or marketing.

Work experience	<p>Should include a minimum level of years of experience commensurate with the role.</p> <p>As a guide:</p> <ul style="list-style-type: none"> • Administration roles: Minimum 2-5 years • Officer roles: Minimum 5 years • Manager roles: Minimum 8 years • Director/Deputy Director: Minimum 10 years • Deputy Director and above: Minimum 12 years or more
Essential requirements	<p>This should include the essentials for the role such as rights to work in Australia, a drivers' licence or ability to work out of normal hours e.g. if event role</p>

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