

## Job Description: VIC Senior Policy & Media Advisor

<b>About the Property Council</b>	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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<b>Position</b>	VIC Senior Policy & Media Advisor
<b>Business Unit &amp; Location</b>	VIC Division, Melbourne
<b>Reports to</b>	VIC Deputy Executive Director
<b>Direct reports</b>	None

<b>Position Purpose</b>	To develop, advocate and communicate public policy positions that progress the Division's policy & advocacy priorities
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Relationships	
<b>Key Internal Relationships</b>	<ul style="list-style-type: none"> <li>VIC Deputy Executive Director</li> <li>VC Executive Director</li> <li>VIC advocacy team</li> <li>Advocacy staff from around the country</li> <li>VIC commercial staff</li> <li>Head of Media and Communications</li> </ul>
<b>Key External Relationships</b>	<ul style="list-style-type: none"> <li>Property Council members</li> <li>Government, Opposition, state agencies, local government</li> <li>Allied business, industry and professional groups</li> <li>Media</li> </ul>

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>Understand Victorian planning and development approval systems and processes, and their impact on the property industry.</li> <li>Monitor the legislative and political process.</li> <li>Develop policy positions to put to state and local government incorporating strong member input, particularly in the areas of planning, residential development, and development of urban renewal precincts.</li> </ul>	<ul style="list-style-type: none"> <li>Impact on policy decision/outcome.</li> <li>Number of policy papers and submissions.</li> <li>Member engagement.</li> <li>Quality of submissions.</li> <li>Quality of analysis and issue management.</li> <li>Number of visits to stakeholders and number of positive outcomes.</li> <li>Responsiveness to stakeholder requests.</li> </ul>

	<p>Prepare submissions to state and local government.</p> <p>Provide input into Federal Government submissions as required.</p> <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>Deadlines met.</p>
<b>Member Committee Support</b>	<p>Administer and attend relevant member committees and working groups, including the Victorian Planning and Infill Committee; the Residential Developers Committee; and the Precincts Committee.</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>
<b>Media and Communications</b>	<p>Under guidance from the Deputy Executive Director, develop and implement 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, relationship management and proactive pitching.</p> <p>Generate content for the following:</p> <ul style="list-style-type: none"> <li>• Online, digital, print and broadcast media;</li> <li>• Member communications related to Policy, Advocacy and Industry News;</li> <li>• Materials that support advocacy campaigns; and</li> <li>• Correspondence to politicians, political candidates and other key stakeholders.</li> </ul> <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 National 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>Positive feedback from stakeholders.</p>

<b>Research</b>	<p>Identify suitable research projects to support the Division’s advocacy work, particularly in the areas of planning, residential development, and development of precincts.</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>
<b>Commercial</b>	<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>
<b>People and Culture</b>	<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

<b>Experience and skills</b>	<ul style="list-style-type: none"> <li>·</li> <li>Knowledge of the Victorian planning and development approval system and processes and an ability to analyse planning regimes and reform proposals.</li> <li>Demonstrated understanding of the political process At least 5 years’ experience in communications, journalism and/or policy and advocacy, ideally with exposure to the property industry, the Victorian planning system and/or local or state government.</li> <li>Established relationships with the media and an understanding of the media cycle.</li> <li>Ability to manage issues, projects and competing priorities.</li> <li>Demonstrated record of preparing structured reports and policy documents.</li> <li>Strong research and analytical skills.</li> <li>Good and versatile written communication skills.</li> <li>Good verbal communication and negotiation skills.</li> <li>Ability to work in a small team environment and be able to develop effective relationships internally and externally.</li> <li>Ability to be self-motivated, to work on your own with limited supervision.</li> <li>Ability to undertake multiple tasks at the same time and meet competing deadlines.</li> </ul>
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<b>Education</b>	<ul style="list-style-type: none"><li>• Tertiary qualifications in one of the following: politics, communications, journalism, planning, architecture, law, economics or property development.</li></ul>
<b>Essential requirements</b>	Right to work in Australia, a drivers' licence and ability to work outside of normal hours where required.

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