

<b>Position Title</b>	Senior Advocacy and Communications Adviser
<b>Business Unit</b>	Advocacy
<b>Manager</b>	General Manager Advocacy and Communications
<b>Direct Reports</b>	N/A
<b>Location</b>	Melbourne, Australia
<b>Role type</b>	1.0 FTE
<b>Significant relationships</b>	Liaise and engage with: <ul style="list-style-type: none"> <li>■ Commercial team to promote thought leadership outputs;</li> <li>■ Client Engagement team to promote key messages; and</li> <li>■ Members and clients to position CCS as an integral part of a low carbon future</li> </ul>

## Position purpose

The Senior Advocacy and Communications Adviser is responsible for delivering the Institute's advocacy strategy to ensure maximum impact for the Institute and accelerating the deployment of CCS.

## Key responsibilities

- Execute advocacy strategy aligned with strategic priorities
- Identify advocacy needs with different stakeholder groups and design strategies to effectively communicate the Institute's messages and priorities
- Manage strategic external relationships
- Educate key stakeholders through workshops, roundtable discussions and other forums
- Liaise and build relationships with media and provide advice and media responses as necessary
- Promote the Institute at events and in the media, delivering key messages
- Manage key events and forums including logistical planning and stakeholder identification/invitation
- Develop Member and client collateral in line with brand and style guidelines
- Ensure currency and application of media and copyright policies
- Celebrate success via effective internal communications including web publishing
- Work with Advocacy colleagues and General Managers to develop advocacy and communications campaigns appropriate for market segmentation, with a focus on expanding the reach of CCS messages to a wider audience
- Develop a suite of materials to promote the Institute and its advocacy messages including production of template communications tools, speeches, op-eds, presentations, social media, monthly newsletter, annual review and event marketing collateral, including customised material for CEO presentations
- Ensure consistency of advocacy and communications material in line with corporate branding and style guide
- Develop and implement an internal communications strategy to inform staff of advocacy programs, campaigns and results in a timely manner
- Support the development of the Status Report
- Co-manage the Institute website by developing and posting content
- Other duties as required

## Skills and experience

### Essential

- Demonstrable track record of developing and implementing measurable and high impact advocacy, campaign, media and communication strategies
- Excellent English written and verbal communication skills, including the ability to clearly articulate complex issues in a compelling way for a variety of audiences
- Relevant qualification

### Desirable

- Knowledge of the energy and climate change landscape and CCS fundamentals
- Experience working in a global organisation with a matrix structure

## Values

Our Values define our culture and guide us internally in our day-to-day work. Each Value is supported by examples of positive and negative behaviours. These are examples only and not an exhaustive list of supporting behaviours.

<p><b>Quality</b> - We strive for excellence in all that we do. For our Members and clients, we are a trusted, knowledgeable and responsive partner known for exceptional advice and service delivery.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Achieves high standards</li> <li>— Improves the way things are done</li> <li>— Work is accurate and timely</li> <li>— 'Gets under the skin' of issues and seeks ways to add value</li> <li>— Uses systems effectively e.g. CRM</li> <li>— Allocates resources appropriately towards achievement of the Institute's objectives</li> <li>— Shows awareness of task interdependencies and monitors tasks to ensure optimal results</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Misses deadlines</li> <li>— Produces limited or poor quality work output</li> <li>— Work includes inaccuracies or errors</li> <li>— Unresponsive to requests or responses not timely</li> <li>— Provides only what is asked for, without considering requests within broader context</li> <li>— Uninterested in needs of others or improving service performance</li> <li>— Focuses on tasks in isolation, at the expense of other work</li> </ul>
<p><b>Collaboration</b> - We work cooperatively with colleagues, clients and Members. Our teamwork goes beyond organisational and geographic boundaries to achieve exceptional results.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Proactively and genuinely collaborates with others as a normal way of working</li> <li>— Actively engages with others on their input</li> <li>— Considers a range of perspectives before reaching a conclusion</li> <li>— Approachable and shares information willingly</li> <li>— Actively participates in discussions and is appropriately assertive and sensitive in expressing own opinion</li> <li>— Communicates effectively via appropriate channels</li> <li>— Communicates appropriately for the audience and situation</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Works in isolation, in silos or competitively</li> <li>— Unwilling to collaborate or share information</li> <li>— Limited or no communication to manage expectations</li> <li>— Solicits input late, after a decision has been made or not at all</li> <li>— Feels threatened by those with greater or different knowledge or experience</li> <li>— Undervalues expertise of others</li> <li>— Communication is not tailored to the audience</li> <li>— Unable to convey complex information simply</li> <li>— Communication is ineffective or culturally inappropriate</li> </ul>
<p><b>Integrity</b> - We hold ourselves and each other to the highest standards in all we do and say. Our actions and communications are Member and client-responsive, socially, environmentally and economically responsible, ethical and respectful of diversity.</p>	
<p>Positive behaviour examples</p> <ul style="list-style-type: none"> <li>— Complies with Institute policies and procedures</li> <li>— Is honest and ethical</li> <li>— Respects backgrounds and expertise of others</li> <li>— Treats people fairly, equitably and respectfully</li> <li>— Leads by example – 'walks the talk'</li> <li>— Conveys difficult messages effectively and appropriately</li> </ul>	<p>Negative behaviour examples</p> <ul style="list-style-type: none"> <li>— Takes risks without understanding or considering the impact</li> <li>— Blames or makes others responsible for a problem they should deal with themselves</li> <li>— Operates in a political and self-serving manner</li> <li>— Sees cost management as someone else's responsibility</li> <li>— Avoids tough conversations</li> <li>— Tackles sensitive issues in a public forum where others can overhear</li> <li>— Spreads gossip and speaks unkindly about others</li> </ul>