

<b>Position Title</b>	Advocacy and Communications Adviser
<b>Business Unit</b>	Advocacy
<b>Manager</b>	Advocacy and Communications Manager, APAC
<b>Direct Reports</b>	N/A
<b>Location</b>	Australia
<b>Role type</b>	1.0 FTE
<b>Significant relationships</b>	Liaise and engage with: <ul style="list-style-type: none"> <li>■ Advocacy colleagues globally;</li> <li>■ Client Engagement and Commercial colleagues to coordinate Advocacy campaigns; and</li> <li>■ Third parties in relation to design, media, events, etc.</li> </ul>

## Position purpose

The Advocacy and Communications Adviser provides tactical support for the Institute's global advocacy and communications program and is responsible for content creation, events, implementing regional strategy, internal communications, and general advocacy and communication activities.

## Key responsibilities

- Produce and coordinate content for global audiences, such as media releases, news items, insights, print and digital marketing materials, and presentations, including third party liaison
- Support the Advocacy and Communications Manager in developing and implementing the APAC strategy
- Support the digital communications function
  - Content creation, campaign planning and delivery, scheduling and monitoring in consultation with the broader Advocacy team
  - Proactive and reactive social media as required
  - Analysis and reporting
- Organise and manage events (virtual or physical), including venue bookings, invitations, compilation and distribution of materials, and webinar arrangements as necessary
- Manage internal communications for advocacy initiatives as appropriate and in conjunction with Advocacy colleagues
- Support the management of the Institute's corporate website, intranet and extranet, including editing and posting content
- Support the Advocacy team's internal use of systems, including newsletter platform,
- Internal brand management
- Provide general support to Institute staff such as answering general advocacy and communication queries, publishing content, documentation, advocacy processes and policy updates
- Other duties as required

## Skills and experience

### Essential

- Demonstrated ability in preparing high quality documents using clear, concise and grammatically correct language
- Proofreading and editing skills
- Marketing, communications or public relations experience, including proficiency in digital marketing and social media
- Tertiary qualifications in a related discipline
- Demonstrated skills in
  - Excel, Word and PowerPoint
  - Social media monitoring tools and analytics
  - Website Content Management Systems and analytics, such as WordPress, Joomla or Drupal (Desirable)
  - eNewsletter Campaign Systems, such as Zoho Campaigns or MailChimp (Desirable)

### Desirable

- Experience working in a global organisation with a matrix structure
- Experience in energy and or climate change communications

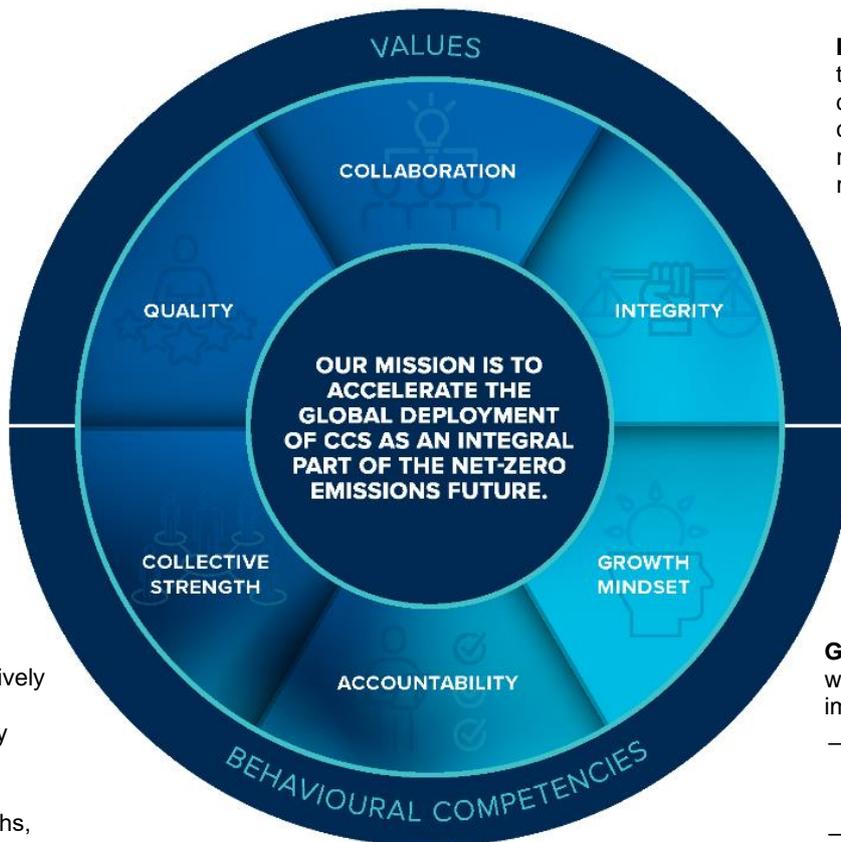
## Values

Our Values underpin the way we do things at the Institute and guide us internally in our day-to-day work. The following Behavioural Competencies align with Our Values with the aim to amplify each aspect and are essential to ensure the achievement of Our Mission.

**Collaboration** - We work cooperatively and our teamwork goes beyond organisational and geographic boundaries to achieve exceptional results.

**Quality** - We strive for excellence in all that we do. We are a trusted, knowledgeable and responsive organisation known for exceptional advice and service delivery.

**Integrity** - We hold ourselves to the highest standards in all we do. Our actions and communications are responsive, ethical and respectful of diversity.



**Collective Strength** - You actively develop and leverage the Institute's collective strength by

- Honouring and acknowledging your colleagues' skills, strengths, and contributions.
- Building meaningful relationships on a foundation of trust, mutual respect, appreciation and empathy with colleagues, Members, clients, and partners.
- Facilitating people and ideas coming together beyond hierarchical and organisational boundaries through effective communication, knowledge sharing, and proactively seeking input.
- Exhibiting dedication to our purpose, your role, and what we can achieve together.

**Accountability** - You hold yourself and others accountable by

- Taking personal responsibility for deliverables.
- Keeping a focus on delivering outputs that are accurate, timely, and of a high standard.
- Acknowledging ownership and accountability to promote solutions.
- Identifying areas for improvement across the Institute and appropriately providing feedback to those responsible.

**Growth Mindset** - You seek ways to continuously learn and improve by

- Fostering an environment open to diverse ways of thinking and operating.
- Seeking, providing, and responding to feedback in a productive and respectful manner.
- Recognising the limits of your own experience and skills and taking proactive steps to grow them.
- Embracing failures, challenges, and setbacks as opportunities for growth and learning.
- Engaging in honest self-reflection and actively applying lessons learnt.