



Position Description

Senior Public Affairs Officer

Wesley Public Affairs & Advocacy
May 2022

Agreement

Signed – Manager

Signed – Employee

Date

Date

Do all the good you can
because every life matters



Senior Public Affairs Officer

1. Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in word and deed.

Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

Out of Christian love and compassion we are driven by Christlike servant hood, unfailing integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials

Our position descriptions and performance plans are aligned with these four key result areas.

2. Overview of Wesley Public Affairs & Advocacy

The operational work of Wesley Mission includes a portfolio of community service activities that is amongst the most diverse of any Australian organisation. The role of Wesley Public Affairs & Advocacy, within the Wesley Communications & Partnerships portfolio is to:

- support the CEO and Superintendent's media and advocacy activity
- build Wesley Mission's profile through engaging with media, government, foundations and key stakeholders
- deliver research, publications and events that express Wesley Mission's Word and deed mission, and service expertise to support people most in need.



3. Overview of role

The role of Senior Public Affairs Officer is responsible for developing and delivering a range of media-related activities, including responses to media enquiries, preparing media releases, and supporting media issues management.

The Senior Public Affairs Officer supports communications related to Wesley Mission's strategic plan and advocacy strategy, providing support to Wesley Mission leadership by preparing key briefings and drafting speech notes as well as assisting with key internal communications initiatives.

The Senior Public Affairs Officer will have responsibility for Wesley Mission's Twitter account to engage with media, policymakers, supporters and the broader community towards meaningful change.

4. Relationships

Reports to: Executive Manager - Public Affairs & Advocacy

5. Major role responsibilities

5.1 Our clients

- develop and maintain relationships with media and key stakeholders to support Wesley Mission's strategic plan and advocacy strategy
- develop and draft responses to media enquiries and issues to provide timely and appropriate responses in a way that mitigates risk and promotes the reputation of Wesley Mission
- prepare content and engage key stakeholders on Twitter to support Wesley Mission's advocacy
- draft a range of media materials for stakeholders and spokespersons, including media briefings, statements and releases
- monitor arising and emerging issues and prepare public affairs guidance documentation for approval, including quarterly review of issues management in conjunction with the Issues Management Working Group
- write and coordinate input and review of materials with relevant subject matter experts in alignment with Wesley Mission's strategic plan
- interview and prepare lived experience speakers and case studies
- support the development of regional spokespeople and media opportunities
- assist in the implementation and coordination of media calls, research launches and campaigns
- provide specialist advice to support the launch of business initiatives, including community engagement

5.2 Our people

- develop open, supportive and collaborative working relationships within Wesley Communications & Partnerships and across Wesley Mission
- engage with colleagues and be a positive and pro-active member of the team
- ensure all Human Resource (HR) policies/procedures are understood and adhered to
- on a quarterly basis, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself
- regularly report to your manager on team issues such as resourcing needs, performance, training/development, disciplinary action, leave, Work, Health & Safety issues
- identify and recommend opportunities to increase team satisfaction



- attend all scheduled meetings.

5.3 Our operations

- ensure adherence to the Wesley Communications & Partnerships project delivery processes
- communicate Wesley Mission's approved advocacy strategy and key messaging to stakeholders to build effective relationships, gain their support and ultimately create advocates
- daily use of media monitoring tools and providing reporting as required.

5.4 Our financials

- ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.

6. Professional responsibilities

- as directed, other activities to support the delivery of the Wesley Communications & Partnerships business plan and Wesley Mission's Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- participate in the review and maintenance of industry specific and internal audit processes, as per Wesley Mission's standard policy and procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your manager
- in relation to Wesley Mission attend worship services as encouraged by your manager
- participate on a quarterly basis in Wesley Mission's Employee contribution and development process
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.



7 Selection criteria

To be successful in this position, candidates must possess the following:

7.1 Demonstrated behaviours

- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically uphold our Word and deed mission
- excellent interpersonal skills to nurture relationships and to relate well to all people that Wesley Mission supports
- confident professional with strong initiative and business acumen
- highly organised, flexible and adaptable
- displays emotional intelligence and resilience.

7.2 Essential skills/knowledge

- demonstrated experience in engaging the media through pitching, crafting and placing stories
- understanding of the Australian media landscape
- experience in developing and implementing communications activities including posting and scheduling social content for Twitter, and responding to activity
- exceptional written communication skills
- demonstrated analytical and reporting skills
- proficient computer skills in Microsoft Office and project management tools
- NSW working with children check.

7.3 Desirable skills/knowledge

- knowledge of issues affecting people including gambling harm, mental health and homelessness
- knowledge of government policy initiatives to prevent suicide and address housing
- tertiary qualification or similar experience in journalism, communications, public relations, media or similar field
- experience with media monitoring and analytics tools
- an appreciation of the challenges involved in working within a diverse workforce within a not for profit environment.