

# Position Description



## General Manager Advocacy & Stakeholder Relations

Wesley Strategy, People & Partnerships  
August, 2025

Agreement

Signed—Manager

Signed—Employee

Date

Date



## 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 conceive, develop and 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 be:

*“A Spirit-led disciple-making movement: doing all the good we can because every life matters”.*

Out of Christian love and compassion we are driven by our mission ‘to continue the work of Jesus Christ in Word and deed’, as we live out our values of Soft Hearts (Compassion): Open Hands (Humility): Sharp Minds (Justice) (and) Hard Feet (Resilience).

Wesley Mission’s strategic plan is based on four key directions, namely:

- Deepening our Word & deed
- Claiming our prophetic voice
- Extending our impact
- Strengthening our organisation

Wesley Mission’s range of community services is amongst the most diverse of any Australian organisation. We are one of the largest community services organisations operating in NSW and the ACT, our work extending to other states and territories through our work in suicide prevention.

## 2. Overview of Wesley Strategy, People & Partnerships

The purpose of Wesley Strategy, People and Partnerships portfolio is to enable and support the successful execution of Wesley Mission’s strategy. In keeping with this purpose, the team leads key strategic initiatives to realise its vision and mission consistently with its values, and to ensure it functions optimally for the benefit of its internal and external clients and for the good of its employees and volunteers. The team offers strategic leadership and service support across Wesley Mission towards achieving our stated vision, mission and goals.

## 3. Purpose of the role

You will directly oversee, develop and be responsible for Wesley Mission’s public affairs, communications and advocacy portfolio, strategy implementation and performance. The particular focus of the role is on Wesley Mission’s strategic direction of claiming our prophetic voice, while also contributing to other applicable strategic direction and social policy.

You are responsible for ensuring Wesley Mission stewards its public affairs and advocacy work to maximise missional impact.

Working closely with the Executive Director – Strategy, People and Partnerships, and Chief Executive Officer & Superintendent, and consistent with Wesley Mission’s vision, mission and strategic plan, you will develop a comprehensive long-term plan for our advocacy work, initially

around our advocacy priorities of gambling reform, harm prevention and homelessness and affordable housing.

You are also responsible for the execution of the plan, working closely with the CEO and Superintendent. In addition, you will lead public affairs and advocacy work for Wesley Mission on an agreed range of systemic issues that impact the lives of those we have been called to serve. This includes contribution to social policy research.

You will maintain and build an appropriate robust, innovative and fit-for-purpose public affairs, advocacy and communications capability that enables the effective execution of the strategic plan. Such a capability will include the development of strategic external stakeholder relationships, particularly with media and appropriate co-collaborators with shared interests in our advocacy goals.

## 4. Role domains

### Relationships

<b>Reports to:</b>	Executive Director – Strategy, People & Partnerships
<b>Key relationships</b>	Senior Leadership Team colleagues
<b>Direct reports:</b>	Campaigns Lead
	Senior Advisor – Public Affairs and Advocacy
	Advisor – Social Policy and Strategic Stakeholders

**Works closely with:** CEO and Superintendent

**Works with:** Wesley Marketing & Fundraising Team  
Wesley Executive Leadership Team (ELT)  
Other Wesley Mission services  
Wesley Congregational Life

**Outside the organisation:** Media, government agencies, research companies, service providers, consultants, industry organisations, coalition partners, Uniting Care Australia.

**Organisation level:** Level 3

**Leadership Level:** Level 2, per Leadership Framework

**Industrial Instrument:** Non-Award salary

## 5. Major role responsibilities

### In relation to clients, you will:

- Ensure our advocacy efforts remain aligned to the interests of Wesley Mission, its strategy and its clients.
- Lead social policy positioning and plans.
- Be a strong ambassador to clients and external stakeholders for Wesley Mission.



- Build growing reform and advocacy coalitions who use their voice for change.
- Work towards ensuring client conversations and meetings are managed and recorded with agreed data governance and systems, supporting our growth and reach.
- Contribute to related client advocacy strategies.
- Work with CEO & Superintendent to support their lead role in our public advocacy strategy and goals.
- Work with the ED and Head of Strategy and Outcomes to develop and implement the annual Business Plan and Strategic Framework initiatives and business as usual plans.

**In relation to our operations, you will:**

- Ensure public affairs, stakeholder relations and advocacy work are optimised for the benefit of our operations in line with our vision, mission, strategic directions and values and align with our efforts to increase positive awareness of Wesley Mission's brand.
- Strengthen our advocacy, media capability and stakeholder relations capability.
- Ensure effective issues management and campaign stakeholder database management within the scope of the portfolio.
- Ensure our social policy research work is effective in informing our public affairs, stakeholder relations and advocacy work.
- Ensure public affairs, stakeholder relations, public policy and advocacy work are effective as endorsed by Wesley Mission and supported by the ELT.
- Be an advocate of the Wesley Mission brand, ensuring brand compliance and use of correct templates.
- Provide subject matter expertise for development of public affairs and advocacy initiatives, strategies and tactics.
- Build an annual calendar where possible in alignment with Wesley Mission and our stakeholders.
- Be a strong ambassador for the Wesley Advocacy and Stakeholder Relations team.

**In relation to professional responsibilities, you will:**

- Focus the work at the level of the role (Leadership Level 2 of the organisation's Leadership Framework). This includes promoting and working in a way that is consistent with the organisation's purpose and mission of continuing the work of Jesus Christ in Word and deed for leaders as described in the organisation's Leadership Framework Level 2 and seeking to embed opportunities for Word and deed initiatives as far as practicable.
- Exercise effective oversight of key performance indicators for the portfolio's finance, team engagement, wellbeing and safety, quality, risk, compliance and client satisfaction.
- Contribute to the leadership of the ELT and their direct reports, and provide strategic direction, inspiration and leadership for your portfolio.
- Ensure the services and activities your portfolio delivers provide agreed benefit to clients.
- Apply Wesley Mission's staff engagement, wellbeing and leadership frameworks in your daily work and leadership.



- Ensure your own safety and the safety of others at work and at work-related activities according to Wesley Mission's work health and safety obligations.
- Recruit and onboard new direct reports via the organisation's recruitment and selection, induction, orientation and training requirements.
- Ensure staff across your portfolio comply with Wesley Mission's mandatory requirements including mandatory training and compliance.
- Always act in good faith in the organisation's best interests, exercise due care and skill in your work, follow all lawful directions, maintain honesty and integrity, and a positive reputation of the organisation.
- Ensure the best value and use of resources personally and across your portfolio.
- Foster continuous improvement, including through business planning, risk management and performance development, and responses to surveys and reviews.
- Regularly report to the Executive Director – Strategy, People and Partnerships on team issues such as resourcing needs, performance, training/development, engagement, wellbeing, disciplinary action, leave, risk and work health & safety issues.

**In relation to our financial performance, you will:**

- Develop and effectively manage a budget for the portfolio, working closely with your portfolio accountant.
- Working with the philanthropy team, identify and pursue opportunities to resource additional research and campaign activity through partnerships with major donors including for advocacy campaigns.
- Ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.

## 6. Performance Measures

- Performance expectations will be set during probation. Performance measures will be agreed as part of your personal Contribution and Development Plan.

## 7. Selection criteria

To be successful in this role you must possess the following:

**Demonstrated behaviours**

- Conduct consistent with Wesley Mission's Code of Conduct and Leadership Framework for the Senior Leadership Team, including:
  - Role model Wesley Mission's Vision, Mission and Values.
  - Value people through kindness, respect, care and support.
  - Foster trust through honesty, integrity, reliability and fairness.
  - Work 'at level' (leadership framework level 2), providing strategic leadership, guidance and support for your portfolio and team not reaching into the work of the team unless necessary.
  - Demonstrate personal accountability and ensure the accountability of your team, including conduct, compliance, performance and service provision.



- Ensure a safe, supported and highly engaged work environment by applying the organisation's engagement and safety frameworks, tools and practices for leaders.

As a General Manager in this key role within Wesley Mission you will have an active Christian faith and will see your role as a vocation – an expression of your faith.

## 8. Essential skills / knowledge

- Leadership experience in a public affairs, stakeholder relations and/or advocacy function – preferably in a for-purpose setting.
- Exceptionally high level of communication skills (written and verbal) and presentation skills.
- Able to contribute to the leadership and direction of the portfolio including its Word and deed ministry as applies.
- Able to build and lead high-engaged, high-performing teams focussed on the team's purpose.
- Relational ability to strategically develop, grow and manage a broad range of key stakeholder relationships – internal and external.
- Ability to engage and inspire a passionate team through clear decision making and the provision of a supportive and collaborative management style.
- Demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude.
- Relate well to a very broad range of people, with sound listening and problem-solving skills.
- Confident professional with strong initiative and business acumen.
- Emotional maturity and resilience.
- Effective management of resources and risks.
- Deliver outcomes on time and on budget.
- High level collaboration, relationship, network-building and influencing skills, including at senior levels sector and Government levels.
- NSW Driver's Licence.

## 9. Desirable skills / experience

- Experience in a relevant community services sector.
- Experience in, or an understanding of, working in a faith-based organisation and/or the NFP sector.

## 10. Training and Qualifications

- Postgraduate and/or bachelor's degree in a business or human services specialisation.
- Significant experience in large complex organisations in a senior executive role.
- Breadth of finance experience demonstrating exposure to complex operating environments.
- Proven customer-centred commercial and strategic partnering skills at an enterprise level.



- Experience in strategic management and development of associated services.
- Proven track record of influencing at Board and CEO level, as well as developing and influencing business strategy and implementation.
- Significant experience in supporting business growth and acquisitions.
- Highly skilled at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority.
- Demonstrated ability to operate and meet requirements of legislated regulatory frameworks.
- Demonstrated capacity to lead a function and multiple teams and to build the leadership capability of others in your peer group.
- Proven track record in delivering performance improvement opportunities.

## Agreement

In signing page one, I confirm I have read, understand and agree to work in accordance with this position description. I also understand that this position description is not exhaustive and agree to comply with all reasonable requirements of me in addition to those specified in the position description.

