

## Campaign Lead - Gambling Reform

### Advocacy & Stakeholder Engagement

February 2026

#### 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: "...doing all the good we can because every life matters".

Out of Christian love and compassion we are driven by Soft Hearts: Open Hands: Sharp Minds (and) Hard Feet.

Our strategic plan is based on four key directions, namely:

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

The range of community services we provide 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 and purpose of Advocacy & Stakeholder Engagement

The purpose of Advocacy & Stakeholder Engagement is to enable Wesley Mission to exercise its prophetic voice, advance its strategic priorities by shaping the systems that impact the people we serve, strengthening the organisation's influence, and supporting our services to achieve sustainable, long-term impact..

It achieves its purpose by leading a coordinated, organisation-wide approach to advocacy, government relations, stakeholder engagement, policy development, campaigns and public positioning — ensuring that Wesley Mission speaks with one clear, credible and values-driven voice, and that our influence directly supports service delivery outcomes, funding sustainability, and reform.

Services include : strategic advocacy and campaigns to address systemic drivers of need; government relations and political engagement to support service priorities and reform agendas; policy development, research and submissions informed by service data and lived experience; stakeholder, alliance and partnership development to strengthen impact and reach; public affairs, media and issues management aligned to organisational priorities; movement building, community mobilisation and supporter engagement; and organisational positioning, key narratives and strategic messaging.

Its work is inspired by the organisation's vision, guided by its mission, informed by its strategy and underpinned by its values.

### 3. Purpose of role

The purpose of the role is to lead the delivery of Wesley Mission's gambling reform campaign, coordinating advocacy, engagement and mobilisation activities to advance policy change and support the organisation's strategic advocacy priorities..

### 4. Relationships

Reports to:	Manager, Policy & Advocacy
Key relationships:	Chief Executive Officer & Superintendent Adviser, Government Relations Senior Adviser, Public Affairs Community Services Division Marketing & Fundraising Division
Industrial instrument:	SCHADS Award (Social, Community, Home Care and Disability Services Industry Award) Level 4

### 5. Major role responsibilities

- Deliver the gambling reform campaign in line with approved strategy, priorities and policy positions.
- Develop and implement detailed campaign plans, timelines and activity schedules.
- Coordinate campaign activities across communications, advocacy, service teams and external partners.
- Monitor and track campaign budgets and resources, and provide updates to support effective financial oversight.
- Develop and coordinate campaign content, including supporter communications, digital content, briefing materials and campaign resources.
- Support the mobilisation of supporters, partners and community members through events, actions and engagement opportunities.
- Monitor external policy, legislative, academic and industry developments related to gambling reform, and analyse data and provide insights to support the ongoing development of Wesley Mission's policy positions and campaign activity.
- Coordinate inputs and participation from internal subject matter experts and lived experience contributors.
- Actively build and coordinate a network of partner organisations to amplify the gambling reform campaign and strengthen collective advocacy efforts.
- Track campaign activity, outputs and outcomes against agreed measures.
- Prepare regular reports and updates on campaign progress, risks and achievements.
- Collect and analyse feedback, data and insights to inform continuous improvement.
- Maintain accurate records of campaign activity, contacts, materials and approvals.
-

## 6. Professional responsibilities

- Support and work in a way that is consistent with the organisation's mission of continuing the work of Jesus Christ in Word and deed.
- Ensure your own health and safety and the health and safety of others by behaving safely at all times in relation to work. Report hazards and incidents to your supervisor and in accordance with the organisation's Work Health & Safety Management Framework Manual, related safety policies and procedures and site/service procedures. This includes taking part in safety consultations and safety investigations within your service to help resolve them in a timely manner.
- Comply with mandatory requirements for the role including completing all mandatory training required by the organisation.
- Comply and cooperate in good faith with all legislative, regulatory, policy and procedure requirements pertaining to your work.
- Act in good faith in the organisation's best interests, exercise due care and skill in your work, follow reasonable directions, maintain honesty and integrity and the trust and confidence of the organisation, and a positive reputation of the organisation.
- Attend functions, meetings, seminars, training courses and events as required by your supervisor.
- Participate at least annually in the Contribution and Development Plan process for your role for recognition, compliance and development.
- Demonstrate a collaborative, enterprise-wide mindset and actively support teams across Wesley Mission to achieve shared outcomes.
- Support compliance with organisational policies, branding and governance requirements..

## 7. Performance Measures

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

## 8. Selection criteria

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

### Demonstrated behaviours

- Conduct consistent with the organisation's Code of Conduct and:
  - Work in accordance with the organisation's Vision, Mission and Values.
  - Value people through kindness, respect, care and support.
  - Foster trust through honesty, integrity, reliability and fairness.

- Demonstrate personal accountability including in your conduct, compliance, commitment, performance and quality of the service you provide.
- Contribute to a positive and highly engaged work environment through a positive manner and being a good colleague, collaborator and team player.
- Demonstrated ability to work collaboratively across teams and functions to support shared organisational goals.
- Professional judgement, discretion and respect for confidentiality when handling sensitive information.

### **Essential skills/knowledge**

- Demonstrated experience supporting or delivering advocacy, campaigning, organising, community engagement or reform initiatives, including involvement in campaign planning and delivery.
- Strong written and verbal communication skills, including the ability to prepare campaign materials and stakeholder communications.
- Ability to coordinate campaign activities including events, supporter actions, partner engagement, communications and advocacy initiatives, while managing timelines and competing priorities.
- Exposure to gambling reform, gambling policy, public health advocacy or a related social policy area.
- Ability to monitor and summarise external policy, legislative or sector developments.

### **Desirable skills/knowledge**

- Experience in a not for profit or community service organisation.
- Experience using stakeholder databases, CRMs or tracking systems.
- Experience working with coalitions, community partners or volunteer networks.
- Experience supporting senior stakeholders, executives or project leads in a professional environment.
- Understanding of government and parliamentary processes, including how decisions are made and the roles of Ministers, MPs, advisers and departments.

### **Training and qualifications**

- Tertiary qualification in a relevant field (e.g. communications, social sciences, public policy, marketing or similar) or equivalent practical experience.

### **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.