

# Position Description



## Manager, Policy & Advocacy

**Advocacy & Stakeholder Engagement**  
**February 2026**

**Agreement**

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Signed–Manager

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Date

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Signed–Employee

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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 provide strategic leadership for Wesley Mission's advocacy and policy agenda, stewarding the organisation's priority reform pillars and ensuring that policy, evidence and campaigns work together to drive systemic change and support service outcomes..

### 4. Relationships

Reports to:	General Manager, Advocacy & Stakeholder Engagement
Direct reports:	Campaign Lead - Gambling Reform
Key relationships:	Executive Leadership Team Advisor, Government Relations Senior Advisor, Public Affairs Strategy & Outcomes Team Community Services Division Marketing & Fundraising Division
Leadership Framework Level:	Level 4
Industrial instrument:	SCHADS Award (Social, Community, Home Care and Disability Services Industry Award) Level 8

### 5. Major role responsibilities

- Lead the development and ongoing refinement of priority advocacy area strategies, aligned to Wesley Mission's organisational priorities and overarching advocacy strategy
- Steward the organisation's priority advocacy areas, ensuring each has a clear purpose, evidence base, strategy and critical path and measures of success, and their implementation.
- Provide oversight of campaign budgets across priority advocacy areas, ensuring appropriate planning, tracking and reporting in line with organisational requirements.
- Line manage the Campaign Lead – Gambling Reform, providing strategic direction, oversight and support to ensure the effective delivery of the gambling reform campaign.
- Lead the development, governance and regular review of Wesley Mission's policy agenda, including priority positions and reform asks.
- Oversee the preparation of (and in some instance draft) high-quality policy submissions, briefing papers and consultation responses to inform advocacy and government engagement.
- Establish and maintain clear policy position governance processes, including approval pathways, review cycles and dissemination.
- Partner with the General Manager to ensure priority advocacy area strategies and policy positions are effectively integrated into broader advocacy, government relations, media and stakeholder engagement activity.
- Work with service leaders and subject matter experts to identify emerging system issues, reform opportunities and priority policy gaps.
- Monitor sector, academic, and other relevant developments and provide summaries and action-plans to relevant teams.

- Build and steward relationships with key sector partners, peaks, alliances and research institutions to strengthen collective reform efforts.
- Develop and maintain stakeholder maps for priority advocacy areas, and steward Wesley Mission's relationship model to support senior leaders to manage and strengthen key external relationships.
- Represent Wesley Mission in policy and advocacy forums, coalitions and working groups, as appropriate.
- Develop frameworks to monitor, evaluate and report on the impact of priority advocacy area campaigns and policy initiatives..

## 6. Professional responsibilities

- Focus the work at the level of the role (Leadership Level 4 of the organisation's Leadership Framework). This includes supporting and working in a way that is consistent with the organisation's mission of continuing the work of Jesus Christ in Word and deed for leaders as described in the organisation's Leadership Framework Level 4.
- Prioritise safety throughout your service/s by familiarising yourself with and applying your responsibilities under the Work Health & Safety Management Framework Manual and related safety policies and procedures and site/service procedures. Ensure throughout your service/s that effective safety consultation is occurring via WHS Committees, Health & Safety Representatives and/or formalised Other Agreed Arrangements. Also ensure throughout your service/s that hazards and incidents are reported including near misses, and that they are investigated and resolved in a timely manner. Ensure your own health and safety and the health and safety of others by behaving safely at all times in relation to work.
- 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.
- Always act in good faith in the organisation's best interests, exercise due care and skill in your work, follow lawful 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 and worship services as encouraged by your supervisor.
- Participate on at least a six-monthly basis in the Contribution and Development Plan process for your role for recognition, compliance and development.
- Take personal responsibility for your personal career development and training.
- Demonstrate collaborative, enterprise-wide leadership that supports shared organisational priorities and outcomes.
- Contribute to a culture of learning, accountability and high performance within Advocacy & Stakeholder Engagement.

## 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 Leadership Behaviours and Capabilities for Leadership Level 4 of the organisation's Leadership Framework, and:
  - Role model the organisation'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 Level 4), providing strategic leadership, guidance and support or 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 effective 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.
  - Demonstrated ability to lead through influence, collaboration and strategic partnership across a complex organisation.
  - Sound professional judgement, discretion and integrity when working with sensitive information and public policy matters.
  - Commitment to continuous learning, reflection and improvement.

### Essential skills/knowledge

- Demonstrated experience leading advocacy, policy or reform strategies within a complex organisation or sector.
- Strong understanding of public policy development, consultation and government decision-making processes.
- Proven ability to develop and steward strategic reform agendas across multiple priority advocacy areas.
- Ability to translate service data, lived experience and research into credible policy positions and advocacy strategies.
- High-level written communication skills, including submissions, policy briefs and executive advice.
- Strong stakeholder and alliance development skills, including experience working with peak bodies, coalitions and sector partners.

- Demonstrated ability to lead and manage people, including providing strategic direction, coaching and performance support.
- Strong planning, prioritisation and governance skills, including managing multiple workstreams.
- Confidence operating in politically sensitive and complex environments.
- Demonstrated ability to represent an organisation in sector forums, workshops and roundtables, including as a representative for the Leadership team in line with organisational values.
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#### **Desirable skills/knowledge**

- Experience in a not for profit or community service organisation.
- Experience working with or influencing government, parliament or public sector agencies.
- Understanding of issues relevant to Wesley Mission's priority advocacy areas.
- Experience working in cross-functional or matrix environments.
- Exposure to media, public affairs or campaigning environments.
- Personal experience of, or strong connection to, Christian faith communities and networks that can support Wesley Mission's advocacy and reform objectives.
- NSW Driver's Licence.
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#### **Training and qualifications**

- Tertiary qualification in a relevant field (e.g. public policy, social sciences, law, political science, communications or similar), or equivalent 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.