

Advocacy Manager

Work Unit	CEO Office
Classification Level	5
Employment type	Full time (1.0)
Work location	Canberra or Melbourne
Reporting line	CEO
Supervisory Responsibilities	N/A
Date document created or updated	13/01/25

Position purpose

The Advocacy Manager is responsible for leading the development, implementation and monitoring of the advocacy agenda at the Alcohol and Drug Foundation to influence Federal, State and Local levels of government to achieve positive policy and funding outcomes for the ADF. This includes maintaining oversight of the policy landscape and changes in evidence for various approaches in prevention and minimization of AOD harm; providing leadership in the development of a strategy by which to communicate this to government, leading strategic direction around priority and emerging issues; developing key messages; monitoring our impact; forging strong strategic stakeholder partnerships and overseeing relations with strategic coalitions all in the interest of maximising the attainment and impact of the ADF’s purpose and strategic objectives.

Organisational context

Celebrating more than 60 years of service to the community, the Alcohol and Drug Foundation, formerly the Australian Drug Foundation, is Australia’s leading body committed to preventing alcohol and other drug problems in communities around the nation. Our aim is to create an Australian culture that supports people to live healthy, safe and satisfying lives, unaffected by drug and alcohol problems.

The Foundation’s work reaches millions of people in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities. The Alcohol Drug Foundation is proudly independent and not-for-profit.

For further information, please go to our website: <http://www.adf.org.au/>

Key Relationships

Internal Relationships:

- Board members

- Executive Managers
- Manager – Policy and Engagement
- Senior Policy Officer
- Media Manager
- State Managers
- Evidence Team
- Other key staff across all ADF business units

External Relationships:

- Key local, state and federal Government representatives
- Government Departmental staff
- Leaders of other NGO's, AOD sector leaders, health sector leaders
- Researchers in the AOD field

Responsibilities

Leadership

- In partnership with the Executive Team and Advocacy Working Group, lead the development, implementation and monitoring of the ADF's Advocacy Strategy, which includes identification of priority areas, key messages, target audiences and methods by which they will be engaged;
- In partnership with key ADF staff, identify policy priorities within the context of the ADF strategic plan.
- Foster an evidence-informed culture, working with other key ADF staff to advise on best and emerging practice for prevention of alcohol and other drug related issues; and
- Build coalitions and partnerships to enhance the impact of the ADF's advocacy agenda:
- Lead activities to secure funding opportunities for ADF projects and activities in line with strategic and operational plans and the oversight of advocacy and project budgets.
- Proactively contribute to the ADF's Reconciliation Action Plan.

Advocacy

- Implement advocacy activities, identified in the Advocacy Strategy, in partnership with the CEO, State Managers and the Advocacy Working Group;
- Work with other ADF staff to analyse current public and political positions on alcohol and drug issues and continue to monitor these positions to ensure relevancy with the latest evidence, practice, goals and strategic positioning of the ADF;
- Work with the Manager – Policy and Engagement and Senior Policy Officer to develop and evolve advocacy positions in response to changing evidence and political environments;
- Work with the Advocacy Working Group to monitor and analyse alcohol and other drug related issues in the Australian and International context and provide advice to the Executive and Board on these issues;
- Work with relevant ADF staff, particularly the Manager – Policy and Engagement and the Media Manager, to develop key communications including briefings, speeches, statements and key messages for the ADF on key AOD issues;
- Support the development of submissions;
- Ensure ADF staff understand the important role of advocacy in achieving the vision and mission of the ADF and they have appropriate knowledge and understanding of the ADF's policy positions;
- Contribute to, and be part of, appropriate community sector leadership in advocacy;

Stakeholder Engagement

- Work with the CEO, State Managers and Advocacy Working Group as well as the other key ADF staff, to build strong, effective relationships with Members of Parliament, community leaders, bureaucrats and other NGOs to influence policy on key AOD issues.
- Establish key strategic coalitions and partnerships with relevant NGOs, parliamentarians, alcohol and other drug, health, media and other relevant experts to enhance advocacy activities, including with Alcohol Change Australia and AOD Peaks.
- Oversee the identification of potential champions for AOD issues, as well as the development and implementation of strategies to engage supporters; and
- Articulate and advocate ADF policy positions via media, presentation, conferences, meetings with key stakeholders, etc.

Capability Profile

Formal Education

- Undergraduate qualification in the field of social policy, preventative health or other relevant field (essential)
- Masters or higher qualification in the field of social policy, preventative health or other relevant field (desirable).

Skills, Experience and Knowledge

- Essential
 - Demonstrated capacity to influence State and or Federal Government policy
 - At least five years' experience working with government relations
 - Demonstrated experience providing high-level advice to a range of significant stakeholders.
 - Demonstrated capacity for innovation, creativity, and strategic and lateral thinking
 - Proven ability to produce high quality written work that is suited to audience and provides clear messages
 - Sophisticated interpersonal, engagement and consultative skills
- Desirable
 - High level of expertise and current knowledge of the Australian preventative health/ social policy environment and the culture, structure, processes of Government, NGO sector.
 - Experience of understanding, analysing and explaining the scientific, medical, political, social and public attitudes relating to alcohol and other drugs.
 - Knowledge of the role and practice of primary prevention.

Key Competencies (See table below)

Competency	Definition	Importance
Analytical Thinking	Able to understand a situation by systematically seeking and evaluating available information and/or by breaking it into causal steps to support effective decision-making.	Essential
Building & Maintaining Relationships	Able to establish and maintain relationships with people at all levels. Values and protects effective relationships with employees, customers and suppliers, as appropriate. Builds harmonious and positive alliances with relevant professional contacts.	Essential
Communication	Establishes open communication channels. Able to express own ideas and opinions in an appropriate manner. Receptive to others' communications.	Essential
Conflict Management	Seeks effective resolution of conflict. Is open to others' concerns or complaints and attempts to find appropriate resolutions.	Essential
Customer Focus	Understands and works to meet the needs and expectations of internal and/or external customers. Concerned with providing prompt, efficient, and personalised service to clients. Willing to go out of his/her way to ensure that individual customer needs are met.	Essential
Influence & Negotiation	Persuades, convinces and negotiates to gain acceptance of ideas and/or courses of action.	Essential
Strategic Perspective	Takes a long term view and thinks on a broad canvas. Helps to chart the long term course of the business by evaluating key options, capabilities, threats and opportunities. Establishes and implements operational plans aligned with the strategic vision.	Essential
Commercial Orientation	Attuned to financial and commercial matters. Focuses on costs, profits, markets, new business opportunities and activities which will bring the largest return.	Desirable
Judgement & Decision Making	Makes rational, realistic and sound decisions. Considers all facts and alternatives available. Looks for causes, not just symptoms, and selects appropriate courses of action to solve problems.	Desirable