



VICTORIAN ALCOHOL AND DRUG ASSOCIATION

Position Description

Policy and Media Officer

VAADA Vision

A Victorian community in which the harms associated with alcohol and other drug use are reduced and wellbeing is promoted

VAADA Purpose

To represent the membership by providing leadership, advocacy and information within the AOD sector and across the broader community in relation to alcohol and other drugs

March 2019

Position title: Policy and Media Officer – Full time

Responsible to: Executive Officer – VAADA

Employment status: 1.0 EFT position ongoing

Salary range: Salary and conditions of service will be in accordance with the contractual arrangements and package determined by VAADA Management. Salary in the range of \$70-85k per (plus super and the option to salary package)

Award: Social, Community, Home Care & Disability Services Industry (SCHADS) Award

Location: 211 Victoria Parade, Collingwood VIC 3066

APPLICATIONS CLOSING DATE: COB Wednesday 27 March 2019

Email Applications To: Sam Biondo, Executive Officer: sbiondo@vaada.org.au

Enquiries: Sam Biondo: (03) 9412 5600

About VAADA

The Victorian Alcohol and Drug Association Inc. (VAADA) is a non-government peak organisation for Victorian alcohol and other drug (AOD) services. VAADA aims to support and promote strategies that prevent and reduce the harms associated with AOD use across the Victorian community. Further, VAADA aims to ensure that the issues for people experiencing the harms associated with substance use and the organisations that support them are well represented in policy, program development, and public discussion.

About this position

VAADA is seeking a self-motivated and highly organised individual to coordinate the peak body's policy, advocacy and media activity in line with VAADA's purpose and strategic objectives. In particular, this position aligns with the policy and advocacy strategic objective, which aims to increase influence and leadership in the AOD sector.

Working directly to the Executive Officer (EO), but in close consultation with other VAADA staff, this role draws on a variety of knowledge sources, information, evidence, data, and member feedback to develop and assist the EO to deliver a coordinated approach to media, advocacy and policy in the Victorian AOD sector. This will ensure that AOD issues are inserted into, and well represented in, policy and program development and public discussion.

Reporting relationships

The Policy and Media Officer will report directly to the Executive Officer.

Conditions of employment

Terms and conditions of employment are based on the relevant award and are set out in 'VAADA's Individual contract of employment'.

Statement of Duties

Listed with equal priority, the following activities are to be performed within this role:

Media *(Use the media to ensure that the issues for people experiencing the harms associated with substance use and the organisations that support them are well represented in policy, program development, and public discussion.)*

- Develop and position the EO role as the media spokesperson for VAADA
- Develop and position the EO's sector advocacy through media engagement including but not limited to writing letters, position/ discussion papers, media releases and public statements on issues related to VAADA's purpose
- Monitor media channels for relevant AOD news. Update VAADA staff and members as appropriate, including early morning updates on relevant stories and possibilities for media commentary
- Maintain and build VAADA's social media presence through timely and appropriate social media engagement on AOD issues
- Build relationships with key personnel from relevant media bodies
- Mount coordinated media campaigns as required
- Build AOD knowledge among key media personnel
- Advise EO (or other designated spokesperson) on media engagement.

Advocacy *(advocate on behalf of members' needs and VAADA's vision)*

Working to the EO's direction:

- Identify opportunities to advocate on behalf of members
- Maintain a yearly plan of internal and external events, political activities, and other relevant opportunities and develop public statements and positions in advance as required
- Link in with interstate AOD peaks to understand issues facing other jurisdictions and national AOD issues
- Represent VAADA on strategic advisory groups, committees, working parties and other decision-making bodies, as requested by the VAADA EO
- Prepare VAADA's state budget submission in consultation with EO, staff, state budget committee, and the AOD sector.

Policy *(drive AOD policy development and respond to AOD policy issues)*

- Maintain up-to-date knowledge of the major political party's AOD and social justice policies and the broader policy environment and debates
- Develop professional relationships with key staff in relevant government departments to enhance knowledge of policy setting and emerging priorities
- Use VAADA's e-news service to disseminate policy news and developments
- Coordinate the publication of VAADA's quarterly newsletter
- Deliver presentations/publications at conferences and forums as required
- Develop and maintain effective relationships and partnerships with a range of individuals and organisations across the AOD and allied sectors in line with VAADA's strategic directions
- Support the VAADA EO to promote and enhance the policy principles as set out in the VAADA Strategic Plan
- Contribute to internal and external policy development by writing submissions on relevant topics.

To realise the activities listed under these priority areas, this role will be required to undertake research and analysis ensuring up-to-date knowledge and awareness of current evidence, trends, issues and opportunities within the AOD sector. This research may include, but not be limited to, member consultations, forums, surveys, desktop research, networking and academic research.

Other tasks as requested/required

- As a small organisation, staff members are expected to work as a team and contribute toward achieving VAADA's overall objectives
- Staff are required to adhere to VAADA's quality management system processes
- Staff are required to understand and comply with the VAADA policies and procedures
- Capacity to work outside normal business hours when required
- Other duties as required.

Selection criteria**Essential:**

- Research and analytical skills – capacity to research, analyse complex issues and develop policy and position papers
- Experience and understanding of the media and media management
- Sound understanding of AOD issues and related policy
- Relevant tertiary qualifications and/or professional experience
- Excellent oral and written communication skills, including report writing skills
- Experience in liaising effectively with a range of individuals and organisations and in a representational role in a range of settings
- Experience in planning and managing meetings, forums and consultations
- Well-developed IT skills particularly in using Microsoft Office, websites, databases and online surveys
- Understanding of peak organisations and their role in the government process
- Ability to work both independently and collaboratively within a small team environment.

Desirable:

- Willingness and ability to travel within Victoria
- Hold a current driver's license.

Application Notes

All applications are to be made in writing and include a cover letter, CV/resume and responses to the selection criteria (no more than half a page per item).

VAADA will acknowledge receipt of all applications.