

## Message from the CEO

"I am honored to lead the Municipal Association of Victoria (MAV) on the transformative journey ahead as we work to realise the aspirations outlined in our new MAV Strategic Plan for 2024- 2027.

Our vision is to be a nation leading organisation for the Victorian local government sector in strategic foresight, policy and research, leadership and governance, service design and advocacy impact.

Our purpose is to enable action that supports Victorian councils to create cities and regions, towns and communities that are thriving, inclusive and resilient.

The MAV has positioned itself at the forefront to lead the local government sector, embracing the leadership challenge presented by unprecedented technological, economic, environmental, and social changes. Our commitment is unwavering as we strategically lead and strengthen councils, serving as the authoritative voice for the Victorian local government Sector.

Our new team will seek and embrace opportunities for growth aligned to the perspectives of our stakeholders and ensure that our strategic direction is not only visionary but also deeply rooted in the needs and aspirations of those we serve.

The heart of our strength lies in the knowledge and expertise of councils in every region of Victoria. Together, we will build resilience, address climate change, and create a future where all our communities thrive.

I look forward to the shared achievements and successes that await us."

Kelly Grigsby

CEO, Municipal Association of Victoria

# Position Snapshot

Our vision is to be a nation-leading organisation for the Victorian local government sector in strategic foresight, policy and research, leadership and governance, service design, and advocacy impact. Our purpose is to mobilise action that supports Victorian councils to create cities, regions, and towns that are thriving, resilient, and inclusive communities.

The leadership challenge and opportunity of rising to the unprecedented technological, economic, environmental, and social changes in the 21st Century is becoming critical for local governments; and this is why the role of the MAV is so important now and into the future. At the MAV we are committed to working collaboratively with councils to achieve just and sustainable growth and to prepare for the future and the uncertainty it brings.

Within the Strategic Foresight & Partnerships Division, we will seek to embed foresight into policymaking and place making. Working across the MAV and with the local government sector, we will build on collective intelligence in a structured and systematic way to shape policy and influence decision making across all levels of government. Our work will ultimately shape the future of local government in Victoria.

## **Strategic Foresight and Partnerships Division**

The Strategic Foresight and Partnerships Division provides specialist expertise and strategic advice to the local government sector and other levels of government, by building and sustaining collaborative relationships with all levels of government, business, academia and civil society, to enable us to realise our shared vision for the local government sector and their respective communities.

As a Division, we will develop, commission or partner with organisations to deliver the most up to date research, data and evidence to shape policy and to drive our advocacy. This evidence-based approach will equip the MAV and the local government sector to address the big issues impacting the sector and the challenges and the opportunities associated with the future of local government.

## **Position Description**

As the **Strategic Advocacy Lead**, you will develop and lead the MAV's approach to advocacy. Working in partnership with the local government sector, your role will be to deliver an evidence based, structured approach to advocacy and intergovernmental relations which is proactive, and solutions focused.

**The Strategic Advocacy Lead will:**

- Provide strategic advice related to advocacy and intergovernmental relations to the MAV President, Board, CEO, Executive and the broader organisation.
- Foster partnerships with advocacy leads across the local government sector, and with key external partners including regional advocacy groups, non-government organisations, peak bodies, and leading thinkers.
- Support portfolios across the MAV in shaping their messaging and approach to advocacy to achieve high level of efficacy.
- Have a well-developed understanding of the functions of government and the role of local government.
- Provide high quality, nuanced analysis of State and Commonwealth legislation, policy, and initiatives to determine the implications for and actions required by local government.
- Represent the MAV and the sector on working groups.
- Present to the MAV board and parliamentary hearings and inquiries when required.
- Monitor and provide advice on operational and project budgets relating to the strategic advocacy portfolio.

To further support the MAV's initiatives and the sector, you will be required to contribute to MAV strategic policy development, develop and manage MAV projects that support the functions of local government and initiate forums and events to facilitate communications and information sharing with councils.

Further, you will be a key contributor to general MAV activities, particularly Councillors' development, media and corporate communications as required.

# Your Sphere of Influence and Key Relationships

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Reports to                                      Director, Strategic Foresight & Partnerships

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EFT    0.8 FTE (flexible work options will be considered)

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Internal                                        MAV Board  
MAV Delegates  
Executive Team  
Senior Leadership Team  
MAV Staff  
MAV Advisory Committees

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External                                        Local Government sector advocacy leads and other key officers  
Federal and State Politicians and their Offices  
Government Agencies and Authorities (State and Federal)  
Local Government Bodies and Professional Associations  
Regional Advocacy Groups  
Industry Peak Bodies and Stakeholder Groups  
Business and Community Leaders  
Service Providers and Consultants  
Universities, Think Tanks, and Research Bodies

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## KPIs 2025 – 2026

To be successful in this role you will need to focus on and move forward with the following key priorities:

- A sound awareness of the MAV, the community, the challenges, and the opportunities associated with the MAV's operation.
- Consultations with key stakeholders have taken place, giving you the opportunity to enable the delivery of key actions and initiatives, supporting the delivery of the MAV's strategic plan.
- You have connected with key internal and external stakeholders, partners, council, and community members to further develop relationships and the delivery of your key actions and initiatives including the establishment of an Advocacy Lead Network.
- You have engaged with your team members and MAV colleagues to develop trusted and beneficial relationships, supporting the delivery of the MAV's strategic plan. This will be achieved through cross organisational partnerships and programs to bring the MAV's values and vision to life.
- There is evidence in the local government sector that things are changing for the better.

## Vision for MAV 2027

We are passionate about attracting the right people with the right personal attributes to inspire staff to stay focused on the vision.

# Your Personal Attributes

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## Key Competencies

**Innovator** – You strive to generate innovative solutions and find new ways to tackle problems and seize opportunities. You are proactive, always taking prompt action to accomplish objectives and going above and beyond to achieve goals.

**Collaborator** – You focus on developing and leveraging collaborative relationships to achieve your goals. You take the time to stay informed about the internal and external environment, understanding organisational dynamics and proactively navigating the stakeholder landscape. Additionally, you prioritise the customer perspective and work to create service practices that meet their needs and the needs of the organisation.

**Communicator** – You are clear and precise in your communications, prioritising clarity, impact, and accessibility. You are highly proficient in both written and verbal communication and are comfortable using language and other forms of communication to increase your impact.

**Change Agent** – you strive to maintain your effectiveness even when faced with major changes in your work responsibilities or environment. You adapt quickly to new structures, processes, requirements, or cultures in order to continue performing at a high level. You also take proactive measures to identify areas for improvement and implement solutions, creating positive change in my work environment.

**Team Player** - You actively participate as a valuable member of your team, working together to achieve your shared goals. You understand the importance of effective collaboration and maintain good working relationships with your colleagues. By working cooperatively with others, you contribute to the success of the team.

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## Qualifications

- Relevant qualifications in political science, public policy, communications, law, or another relevant field.

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## Experience

- Demonstrated experience working in advocacy, or an advocacy related field.
  - Demonstrated experience in development and implementation of advocacy and/or intergovernmental strategies.
  - Track record of effective engagement with government agencies, industry and professional associations, business groups and the wider community.
  - An ability to research, analyse and provide clear written and verbal advice and briefings on policy issues, including preparation of written briefings, submissions, and reports.
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	<ul style="list-style-type: none"> <li>• Demonstrated ability to perform within a team environment.</li> <li>• Demonstrated ability to provide policy advice in government, the public sector or a similar political environment.</li> <li>• Demonstrated experience in working within a politicised environment whilst maintaining professional integrity.</li> <li>• Demonstrated ability to achieve advocacy outcomes.</li> </ul>
Specialist skills and knowledge	<ul style="list-style-type: none"> <li>• Strong analytical skills - the ability to research and investigate issues and synthesise complex stakeholder feedback.</li> <li>• Excellent writing and communication skills with the ability to write and present clear, high-quality reports, briefs, submissions, board papers and recommendations.</li> <li>• High level interpersonal and relationship building skills and the ability to work with diverse groups of people effectively and professionally.</li> <li>• Deep understanding of the local government sector and its relationship to State and Federal Governments including emerging risks and opportunities.</li> </ul>

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## Your Key Responsibilities

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Strategic	<ul style="list-style-type: none"> <li>• Be a key contributor to business planning and objective setting as part of the MAV's business planning activities.</li> <li>• Leverage your strong professional networks with relevant local government stakeholders, agencies, bodies to support the delivery of the MAV's strategic plan and beneficial outcomes for the local government sector.</li> <li>• Always apply the political, social, and legal environment and organisational context of the MAV.</li> <li>• Build and leverage key political and stakeholder relationships to strategically advocate for the MAV, and the local government sector, in its dealing with key stakeholders, government agencies, the community and media.</li> </ul>
Corporate	<ul style="list-style-type: none"> <li>• Live the MAV's values and management behaviors, at all times, role modeling these behaviours for the broader MAV team.</li> <li>• As part of the Strategic Foresight and Partnerships Division, demonstrate commitment to an organisation culture that rewards innovation, continuous improvement, and service excellence.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Work across the organisation, demonstrating cross-unit cooperation and collaboration to achieve the best value for money and high-quality outcomes for the community.</li> <li>• Demonstrate a community-first focus that encourages positive and proactive communication and interaction with all community members and stakeholders.</li> <li>• Represent the MAV at formal functions and events on all occasions ensuring a high and appropriate public profile.</li> </ul>
Unit	<ul style="list-style-type: none"> <li>• Live the MAV's values and management behaviors, at all times setting a strong example for the broader MAV Team.</li> <li>• As part of the Strategic Foresight and Partnerships Division, contribute to an organisation culture that rewards innovation, continuous improvement, and service excellence.</li> <li>• Work across the organisation to secure cross-unit cooperation and collaboration to achieve the best value for money and high-quality outcomes for the community.</li> <li>• Build a community-first focus that encourages positive and proactive communication and interaction with all community members and stakeholders.</li> <li>• Represent the MAV at formal functions and events on all occasions ensuring a high and appropriate public profile.</li> </ul>

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## Shared Organisational Responsibilities

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Safe Workplace	<ul style="list-style-type: none"> <li>• Undertake responsibilities in line with the Occupational Health and Safety policies, procedures, training, and instruction, employees are responsible for ensuring that they: <ul style="list-style-type: none"> <li>• Follow reasonable instruction.</li> <li>• Cooperate with their employer.</li> <li>• At all times, take reasonable care for the safety of others in the MAV workplace.</li> </ul> </li> </ul>
Policies and Procedures	<ul style="list-style-type: none"> <li>• Undertake responsibilities in line with all MAV policies related to the position including Workplace Behaviours, Record Keeping, Procurement, Staff Management and Community Engagement.</li> </ul>
Legislative Framework	<ul style="list-style-type: none"> <li>• Complete responsibilities of this position in line with the relevant legislation for which the Unit is responsible.</li> <li>• Ensure all relevant legislation, standards, and codes of practice are identified, monitored, and reviewed for all sections of the Unit.</li> </ul>

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Risk Management	<ul style="list-style-type: none"><li>• Adopt a proactive risk management approach to all MAV activities that the Unit is responsible for.</li><li>• Create an environment where managing risk is accepted as the personal responsibility of each employee.</li></ul>
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## Inherent Requirements of the Position

The below lists the demands and work environment more often than not in order to perform the essential functions of the position:

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Office Duties	<ul style="list-style-type: none"><li>• Sitting at a workstation on an adjustable office chair, general office-based work, using a computer for up to one hour at a time, followed by a break.</li><li>• Includes general office-based work such as handling files, various paperwork, attending phone calls and customer enquiries.</li></ul>
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Driving	<ul style="list-style-type: none"><li>• Required to drive private/rented vehicle.</li></ul>
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Other	<ul style="list-style-type: none"><li>• Driving private/rented vehicle/s whilst carrying out the responsibilities of the position.</li></ul>
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## Pre-employment Requirements

National Police Check

Verification of Qualifications and Training

Full Victorian Driver's Licence

(Some travel to rural and regional Victoria is required as part of the role)

# Selection Criteria

Your application for this position should address the points listed under 'Your Personal Attributes' which are the Competencies, Qualifications, Experience and Specialist Skills and Knowledge you will need to succeed as the **Strategic Advocacy Lead**.

The position requires:

1. Strong analytical skills - the ability to research and investigate issues and synthesise complex stakeholder feedback.
2. Excellent writing skills with the ability to draft clear, high-quality reports, briefs, submissions, board papers and recommendations.
3. Demonstrated ability to develop and provide policy advice in government, the public sector or a similar political environment.
4. High level interpersonal and relationship building skills and the ability to work with diverse groups of people effectively and professionally.
5. Strong organisational skills including task prioritisation and time management, and ability to exercise judgement and discretion.
6. Demonstrated ability to develop and implement advocacy and intergovernmental relations strategies.
7. Demonstrated ability to perform within a team environment.

## **Specialist expertise:**

1. Awareness of the local government and its relationship to State and Federal Governments.
2. Understanding of advocacy and intergovernmental relations processes and opportunities.
3. Strong understanding of government and the political context in which the MAV operates.

## **Desirable/Required Qualifications**

1. A tertiary qualification in political science, public policy, communications, law, or another relevant field.
2. A minimum of three years' experience working in advocacy, intergovernmental relations, or public policy is desirable.

People & Capability – Internal Use Only

Position Number(s):

PD Current as at: February 2025