

POSITION DESCRIPTION

Public Affairs & Policy Manager, Business Hunter Newcastle, NSW

Position Summary/Purpose

Reporting to the CEO, Business Hunter (BH), the **Public Affairs & Policy Manager (PAPM)** will be responsible for advocating, communicating and promoting the interests of the BH membership and the Hunter business community with media, government and other stakeholders. Strong communication skills are required to ensure that issues impacting the membership and the business community are effectively managed and communicated.

This role includes the proactive management of BH relationships with the media. The PAPM will be required to develop and issue media releases, devise and implement communication strategies, event plans, coordinate advocacy, draft speeches and presentations, assist in the preparation of reports and briefings, and develop material for EDMs, social media and other communications channels.

The role also involves analysis, research, development of policy matters and preparation of submissions to all levels of government on matters that affect businesses in the region. Stakeholder management is a core part of the role entailing proactive engagement and representation at key business and economic development forums and meetings.

Key Accountabilities/Responsibilities

1. Communications, Media & Stakeholder Engagement

- Foster positive relationships with key politicians, their advisers and relevant federal, state and local agencies.
- Administer, co-ordinate and attend any relevant member committees and assist the CEO BH in being represented on various government committees, advisory boards, and/or industry forums.
- Develop BH's media presence on issues affecting the business community and the economic development of the region.
- Drive a proactive media engagement strategy, including proactive relationships with local media representatives, which meets targets and supports the CEO BH in effectively communicating Hunter positions.
- Develop media releases, key messages in collaboration with the CEO BH.
- Co-ordinate regional policy and research initiatives, advocacy, communication and event plans with BH and , Business NSW (BNSW) staff and integrate with relevant membership activities and communications
- Draft speeches and presentations for the BH President, CEO and BH generally.
- Support the CEO Business Hunter with BH board and Executive meetings and attend these meetings as scheduled.
- Assist the CEO BH in the preparation of reports and briefings for BNSW Regional Presidents and State Council meetings.
- Develop policy related communications for weekly and monthly member eNews, as well as other business-related communications.

2. Advocacy

- Conduct, analyse and report on research into regional policy issues, including surveying members, partnering with stakeholders, and outsourcing essential aspects of research.
- Develop operating and strategic policy positions incorporating strong member input.

- Prepare submissions to federal, state and local government.
- Monitor the Federal and State legislative and political process and environment.
- Work with the BNSW Policy and Advocacy team to deliver at a regional level the state-wide and national advocacy activity of the 'Chamber' movement.
- Manage the preparation of policy submissions and policy communications material and liaise with BH staff to distribute through communications portals, including newsletter articles, member alerts, digital media and website material.
- Prepare and co-ordinate the delivery of policy-related executive seminars, forums and events, in conjunction with BH staff.
- Represent BH in meetings with federal, state and local government representatives.

3. General

- Engage with members to develop policy positions that champion the cause of local business, promote economic development and position BH as the key business advocacy body in the region.
- Advocate for the BH membership and Hunter business community with government and other stakeholders
- Develop a coherent policy strategy for business in the Hunter region, by working with the members BNSW and local Chamber of Commerce networks.
- Inform and advise members and broader business regarding policy developments affecting the Hunter region and related advocacy by the BH.
- Other duties as directed

Work Health and Safety (WHS) – Worker responsibilities

- Take reasonable care for their own health and safety
- Take reasonable care for the health and safety of others
- Comply with any reasonable instruction by the Persons Conducting a Business or Undertaking (PCBU)
- Cooperate with any reasonable policies and procedures of the PCBU

Qualifications, Experience, Knowledge, Skills and Competencies

- Experience in policy development, research and analysis.
- Demonstrated ability to identify issues, evaluate implications and initiate appropriate actions.
- Demonstrated ability to work effectively with stakeholders, including all levels of government, industry bodies and members.
- Demonstrated experience in communications, message development and media relations.
- Understanding of the issues affecting regional businesses.
- Demonstrated high level written and oral communication skills.
- Strong analytical and negotiation skills.
- Experience in a member service environment.
- Excellent organisation skills, with ability to assign priorities to tasks and meet deadlines.
- Ability to work autonomously, as well as part of a team.
- Experience in Microsoft Office products, especially MS Word and Excel.
- Tertiary qualifications in an appropriate discipline or demonstrated relevant experience.

CONTACT: Bob Hawes | 0418 496 745