



## POSITION DESCRIPTION

<b>Title:</b>	Head of Stakeholder Engagement
<b>Work Location:</b>	A hybrid model, between home and our offices in Carlton, subject to agreement with the successful applicant
<b>Employment Type:</b>	The position is offered on a full-time basis, but proposals from suitable candidates for a part-time arrangement will be considered.  Some work is required outside normal working hours – the VLGA has a time off in lieu policy
<b>Salary:</b>	Circa \$150,000 per annum plus SGC superannuation (currently at 11%)

## ABOUT US

The Victorian Local Governance Association (VLGA) supports councils and elected representatives (councillors) to deliver positive outcomes for their local communities through high performance leadership and effective governance. We are member-run and non-partisan.

We offer direct support, training, professional development, events, networks and resources to members and carry out research, policy analysis and advocacy on behalf of local councils.

We are the leading voice for local councils and offer our members the opportunity to realise their true leadership potential and increase their impact.

## POSITION OBJECTIVES

The purpose of this position is to lead the development, coordination and delivery of effective stakeholder engagement and communications to actively engage stakeholders across local government, government and the community, to support and promote the work of the VLGA.

In addition to overseeing all communications activities, you will drive the VLGA's membership activities and ensure high levels of member satisfaction along with recruitment and retention of council members. You will promote events, training programs and other free and paid activities that bring in additional income to the organisation.

You will directly engage and proactively manage relationships with a wide range of VLGA's key stakeholders and work as a member of the Leadership Team to deliver the VLGA's Strategic Plan.

## ORGANISATIONAL RELATIONSHIPS

<b>Reports to:</b>	Chief Executive Officer
<b>Supervises/Manages:</b>	Communications & Engagement Lead; External Suppliers
<b>Internal Liaisons:</b>	VLGA staff and board members
<b>External Liaisons:</b>	VLGA members and stakeholders, particularly elected representatives (councillors), corporate partners and key stakeholders in local government

The VLGA is an independent governance organisation supporting councils and councillors

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## KEY RESPONSIBILITIES

### Leadership

- Lead the communications and engagement team to deliver against agreed objectives and key performance targets
- Collaborate with staff across the organisation to ensure that best practice engagement is incorporated as part of a seamless and integrated stakeholder management service.
- Deliver against the [VLGA Strategic Plan 2023-2027](#), Annual Plan and business strategies.

### Membership and Marketing

- Prepare and deliver the VLGA's membership strategy, including articulating a clear value proposition and achieving high levels of member satisfaction and member retention while working to recruit new member councils
- Plan and lead the implementation of an enhanced website and member online experience

### Stakeholder Engagement, Communications & Media

- Prepare stakeholder and engagement communications plans and advice including risk assessment and mitigation that map relevant stakeholders, communications activities, audiences, channels, timelines and key messages to support the achievement of priorities
- Oversee the development and delivery of clear, effective, and engaging communications materials across a range of channels (including traditional media, social media, direct marketing, video and podcasting) that are accessible, fit for purpose and meet stakeholder needs
- Plan and facilitate engagement with VLGA stakeholders, providing strategic advice and guidance on the delivery of engagement and communications to support informed decision making
- Design and deliver stakeholder and community engagement events to support VLGA goals
- Strengthen partnerships in the local government sector to share and develop mutually benefiting operations, service delivery capability and other member / partner focused collateral.
- Actively participate in and represent VLGA at a range of Victorian and national committees, industry forums and working groups.
- Maintain and establish commercial relationships to deliver strategic business development and commercial initiatives.

### Continuous Improvement and Agile Delivery

- Lead together with the Executive Management/Leadership Team strong internal relationship building and the fostering of a supportive and engaged team culture
- Support the wider VLGA team by actively leading continuous improvement processes
- Determine key metrics and mechanisms for monitoring and deepening our engagement with our target audiences
- Undertake stakeholder research to identify opportunities, issues and preferred communication channels to inform stakeholder and communications strategies

## KEY SELECTION CRITERIA

### Essential

1. Experience in executive leadership, leading and managing empowered and dynamic teams to meet service, performance, and financial targets through fostering integrity and high-performance
2. Ability to improve organisational outcomes and be a strong role model, effective coach and support development, continuous improvement, and performance.
3. Demonstrated experience in successfully designing, writing content and delivering strategic stakeholder engagement plans and strategic communication plans
4. Demonstrated experience in understanding the potential political, media or other reputational risks given a diverse range of initiatives, including complex projects.
5. Experience managing communications, media and/or stakeholder engagement teams
6. Highly developed stakeholder engagement, networking and influencing skills
7. Highly developed interpersonal skills with a demonstrated tendency to work collaboratively with internal and external stakeholders
8. High level written and verbal skills including the capacity to listen, present confidently and accurately, build trust, influence and exercise sound judgement, discretion, and confidentiality

### Desirable

9. Experience working directly with CEOs and elected representatives/councils or boards
10. Experience working in a member-based organisation and the ability to develop marketing and membership materials to recruit and retain members
11. Experience working in the local government sector
12. Experience with CRM systems, working knowledge of the Microsoft suite of programs, web-based and social networking programs.

### Qualifications

13. Tertiary qualifications in communications and media, political studies and/or business management/project management.

## HOW TO APPLY

To apply, send a one (1) page cover letter and resume (up to five (5) pages) to [HR@vlga.org.au](mailto:HR@vlga.org.au).

Applications close midday Sunday 14 July 2024.