

Position Description

POSITION TITLE:	General Manager Advocacy and Sector Impact (P1003)
DIVISION	Advocacy and Sector Impact
POSITION TYPE & TENURE:	0.8 - Full-time (negotiable), Permanent
CLASSIFICATION	Executive Contract
REPORTS TO	CEO
DELEGATION LEVEL	TIER 2
DIRECT REPORTS	Head of Advocacy, Policy and Research Head of Workforce and Sector Development Other Project and Program Managers as required from time to time
LOCATION:	Australian based: Capital / major city location preferred – work from office / hybrid or home

ABOUT NO TO VIOLENCE

No to Violence is the Australian peak body for organisations and individuals committed to ending men's use of family violence. We support specialist men's family violence specialist services and operate the national Men's Referral Service, a 24/7 telephone and online counselling and referral service to link men to the support they need to get on a pathway of change and end their use of family violence. We undertake research, training and advocacy and work with governments, employers and business to stop family violence at the source.

ABOUT THE TEAM AND/OR DEPARTMENT

The Executive Team is No to Violence's first team. The Executive has a critical role in protecting and advancing the interests of NTV and fostering a strong values-based culture.

The Executive Team is charged with the responsibility of working together to drive the development of the organisation and its culture and execute the organisation's strategic plan.

POSITION SUMMARY

In line with NTV's vision, purpose, and strategic plan, the General Manager will work closely with the CEO, NTV members, specialist men's family violence intervention services and the broader Family, Domestic and Sexual violence sector as well as senior government stakeholders, and internal leadership to design, lead, and implement a national agenda for policy, practice and systems reform.

This role will drive strategic efforts to influence public policy on men's use of violence, strengthen NTV's visibility and credibility across government and media, and integrate advocacy, research, workforce development, and stakeholder engagement to achieve measurable, long-term impact.

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Reporting directly to the CEO, this position is a key driver of NTV's external leadership and credibility. The General Manager will bring considerable experience in working for sector and social change preferably within peak bodies, non-government or political settings.

The role leads a powerful portfolio of interrelated functions—public policy, government relations, advocacy campaigns, workforce and sector development, and applied research—and is charged with ensuring they operate as a cohesive, strategic force to shift policy and practice, improve systems, and influence government investment.

This incumbent will have a proven track record of collaboration, coalition and alliance building.

DELIVERABLES

Peak Body Leadership:

- Provide strategic advice to the CEO and where required represent NTV as the national peak body for organisations and individuals committed to ending men's use of family violence.
- Lead advocacy for systemic change centring the expertise and knowledge of the specialist men's family violence sector and lead national engagement efforts with members, partners, stakeholders and government to support the development of the workforce, sector and broader movement of social change to end men's use of family violence.
- Champion the perspectives of members and partners committed to ending men's use of family violence through consistent, credible, and evidence-informed advocacy, sector and workforce development.
- Oversee sector engagement strategies that build alignment, trust, and collaboration across a diverse national membership and stakeholder base.
- Working with the CEO to lead NTV's participation in national and state based advisory forums, taskforces, and reform bodies to continue the development of men's family violence workforce and broader sector to address men's use of family violence is reflected in national agendas.

Direct Government Engagement

- Cultivate and maintain high-trust relationships and represent NTV at the highest levels of government, building trusted relationships with Ministers, ministerial advisors, Secretaries, Deputy Secretaries, and senior policy officials to influence national policy, funding decisions, and legislative reform
- Proactively influence public policy by providing strategic, timely, and evidence-based advice to government stakeholders.
- Shape national submissions and briefings to effectively communicate sector development and workforce needs and reform proposals.
- Position NTV as a go-to policy partner for government on issues related to men's use of family violence.

Strategic Policy Leadership:

- Lead the development of integrated and collaborative policy platforms that address the root causes and systemic drivers of men's use of violence.
- Ensure NTV's policy, sector and workforce development advocacy is grounded in partnerships and rigorous evidence and inclusive of diverse voices, including people with lived experience.
- Coordinate national responses to emerging policy, sector and workforce issues and opportunities for reform.

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<ul style="list-style-type: none"> Elevate NTV's role as a thought leader by driving thought-provoking, solutions-focused policy contributions that influence national discourse.
Political Strategy and Sector Positioning:
<ul style="list-style-type: none"> Analyse the political landscape to identify emerging risks and opportunities relevant to the specialist men's family violence intervention and broader FDSV sector. Provide strategic counsel to the CEO and Board on matters of political sensitivity and policy influence. Leverage public, media, and political platforms to advance NTV's policy, research, sector and workforce development agenda. Position NTV as a credible and indispensable partner to government, media, and philanthropy through effective sector representation and thought leadership.
High-Level Representation and Public Leadership:
<ul style="list-style-type: none"> Support, and where required, represent the CEO as a spokesperson for NTV, representing the organisation across media, parliamentary, academic, and public forums. Shape national narratives around men's violence through development of consistent public and internal messaging. Amplify community awareness and support for NTV's mission and the broader work of the sector.
Workforce Strategy Leadership:
<ul style="list-style-type: none"> Lead the design and implementation of a national workforce development strategy to build sector capability and sustainability. Engage with governments, education providers, and industry to establish national standards, qualifications, and professional pathways. Promote state-based and national approaches to workforce planning that addresses current gaps and future growth needs. Secure investment in workforce development initiatives that strengthen practitioner capacity and retention. Provide strategic leadership and oversight to ensure that NTV's workforce development initiatives align with national reform priorities and the professionalisation of the specialist men's family violence intervention sector. Promote and position NTV's training programs as sector-leading, credible, and responsive to the evolving needs of practitioners and partner agencies. Ensure workforce and sector development strategies reflect the perspectives of member organisations, frontline practitioners, and lived experience. Support and guide the Head of Workforce and Sector Development in the creation of evidence-informed training content and delivery of professional learning programs across diverse sectors, including justice, health, child protection, and community services.
Research Translation and Systems Reform:
<ul style="list-style-type: none"> Oversee the use of research and sector evidence to inform policy advocacy and reform efforts. Ensure NTV's work reflects best practice and includes lived experience, frontline perspectives, and evaluation insights. Lead the strategic translation of research into practical policy recommendations and service improvements. Drive NTV's agenda for evidence-based reform by building strategic research partnerships and projects.

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<ul style="list-style-type: none"> ▪ Embed research and evaluation across the organisation's advocacy, workforce, and policy activities. ▪ Ensure that policy development and program design are informed by lived experience and frontline insight. ▪ Create platforms and processes for cross-sector learning and innovation to support systems reform.
Executive Leadership Contribution:
<ul style="list-style-type: none"> ▪ Contribute actively to the Executive Leadership Team, influencing organisational strategy, culture, and performance. ▪ Provide cross-functional leadership to ensure whole-of-organisation alignment and effective delivery of strategic objectives. ▪ Engage in organisational planning, budgeting, risk management, and governance processes. ▪ Champion NTV's values, commitments to diversity and inclusion, and responsibilities under ethical and legal frameworks. ▪ Lead key stakeholder relationships and strategic partnerships that support the organisation's long-term sustainability.
Team Leadership:
<ul style="list-style-type: none"> ▪ Directly support, guide, mentor, resource and supervise direct reports and assist them to reflect on and enhance their management practice. ▪ Advise and support direct reports and staff to actively demonstrate the organisation's purpose, values, policies and procedures. ▪ Ensure all direct reports are provided with regular formal supervision, support and an annual performance appraisal and that they undertake the same process with their staff. ▪ Support leaders to negotiate and resolve staff conflicts and issues. ▪ Ensure that staff within the division are clear on their respective roles, responsibilities and level of authority and accountability.
Leadership
<ul style="list-style-type: none"> ▪ Provide leadership, influence and direction to the Team ▪ Directly support, guide, mentor, resource and supervise direct reports and assist them to reflect on and enhance their management practice. ▪ Advise and support direct reports and staff to actively demonstrate the organisation's purpose, values, policies and procedures. ▪ Implement mechanisms for employees to work collaboratively. ▪ Ensure employees have workplans plan in place and receive regular supervision and feedback on their performance. ▪ Address employee issues (including non-performance) in a proactive manner. ▪ Support Direct Reports to deliver and strategic or corporate initiatives, as required. ▪ Ensure employees are aware and understand their obligations, standards and relevant legislation. So that they can provide accurate and compliant advice. ▪ Provide guidance and input into department restructures, workforce planning and succession planning. ▪ Motivate and inspire the Team with a commitment to continuous improvement and the attainment of quality. ▪ Provide operational management for the Team to ensure that key operational activities are completed in line with organisational requirements.

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WHAT WE ARE LOOKING FOR IN THIS ROLE

Skills

- Political acumen and sound judgement in handling sensitive topics, including gendered violence and social justice.
- Business acumen and entrepreneurial flair
- Sophisticated communication skills, including high-level writing, public speaking, media engagement, and political briefings.
- Outstanding relationship management and stakeholder engagement skills, including experience working with Ministers, senior public servants, and cross-sector leaders.
- High-level organisational skills, including project planning and management skills and the ability to manage multiple priorities, meet deadlines, and respond quickly to emerging issues.
- Critical thinking and problem-solving skills, particularly in relation to complex social issues and reputational risk management.

Experience and Knowledge

- Extensive leadership experience in complex, cross-sector environments, ideally within peak bodies, political or public policy settings.
- Experience working with peak body and membership organisations, and an understanding of how to amplify member and community voices through advocacy.
- Experience working with corporate partners and philanthropic sector
- Understanding of the Australian political, media, and policy environment, particularly in relation to gender-based violence, family violence, or social justice.
- Proven track record of managing multidisciplinary teams and high-performing leaders to deliver strategic outcomes.

Qualifications/Competencies/Licences

- Tertiary qualifications in community development, public policy, education, training, law, political science, social sciences, gender studies, or a relevant discipline (postgraduate management qualifications highly regarded) or equivalent work experience
- Demonstrated competency in executive leadership, including strategic planning, organisational management, and stakeholder influence.
- Advanced knowledge of government processes, public policy formulation, and legislative reform frameworks.
- Understanding of and commitment to the principles of gender equity, intersectionality, and the prevention of men's violence.
- Completion of a Criminal History Check and Employee Working with Children Check (or State equivalent) prior to commencement of employment and as required by legislation and policy during employment, as well as a duty to disclose relevant information that may arise after employment has commenced.

EXPECTED FOR ALL NTV STAFF

- Act in accordance with NTVs code of conduct, policies and procedures and is committed to NTVs vision, mission, values and service standards.
- Promote a 'safety first' culture and acts in accordance with NTV health and safety policies and risk management systems.
- NTV values equity, diversity and inclusion and promotes an inclusive and collaborative work environment where all staff, volunteers and service users feel welcomed, respected and valued and encouraged to fully participate, irrespective of their individual differences in background, experience and perspectives.

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- Be curious, reflective and open to continuous learning and new ways of working.
- Complete all mandatory training in a timely manner, to support the delivery of high quality, safe and effective services.
- Contributes to innovation, quality activities and continuous improvement and openly share information and knowledge to enable optimal outcomes for the organisation.
- Regional and interstate travel will be required from time to time.
- Members of the NTV leadership team may be required to attend Board of Governance and Board Sub-Committee meetings which typically take place in the evening. Attendance may be required up to 6 times per year, or as required.

Signature of Job Holder _____ Date signed _____