

# Position Description

<b>POSITION TITLE:</b>	<b>Media and Advocacy Advisor</b>
<b>DIVISION</b>	<b>Policy, Advocacy and Research</b>
<b>POSITION TYPE &amp; TENURE:</b>	<b>0.8 to 1.0 EFT, Permanent</b>
<b>POSTION CLASSIFICATION:</b>	<b>6.1</b>
<b>REPORTS TO:</b>	<b>Head of Advocacy, Policy and Research</b>
<b>DELEGATION LEVEL</b>	
<b>DIRECT REPORTS:</b>	<b>N/A</b>
<b>LOCATION:</b>	<b>National/Hybrid</b>

## 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.

## POSITION SUMMARY

In line with NTV's vision, purpose and strategic plan the Media and Advocacy Advisor is a core role in the Advocacy, Policy and Research team. The role works closely with our membership body and key stakeholders to shape the national agenda on ending the perpetration of family violence through media and social media channels. The Media and Advocacy Advisor will develop and implement pro-active and reactive media and social media engagement, shape key messaging and drive strategic efforts to influence the public discourse on ending family violence through media, social media, and events to strengthen political and community engagement in the prevention of men's violence.

This role is responsible for developing media and stakeholder engagement strategies, including a core focus on driving our digital presence, and supporting the delivery of advocacy initiatives that align with NTV's mission and values. This includes fostering relationships throughout NTV and with our membership base and key stakeholders to identify opportunities to shape the national discourse, contribute to our advocacy agenda, and develop and maintain the organisation's key message matrix.

## DELIVERABLES

**Ensures the delivery of NTV's advocacy objectives by driving NTV's media engagement to influence national and state specific media landscape, political decision-makers and key community sectors.**

- Develop and deliver media strategies to realise NTV's strategic advocacy objectives and pro-actively enhance NTV's leadership in the prevention of men's violence.

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- Ensure the efficient and accurate development and dissemination of high-quality media releases, opinion pieces, and spokesperson briefs across digital, print, broadcast, and face-to-face platforms that are aligned with NTV’s key messaging and advocacy priorities.
- Provide expert communication and media advice to the CEO, Executive Team, and Board—both proactively and in response to emerging needs—including the preparation of timely, accurate responses to media enquiries and requests.
- Monitor media coverage and public commentary relevant to NTV’s work and provide strategic advice on the management of emerging communication and stakeholder issues, including crisis situations and high-profile media matters, to safeguard NTV’s reputation and ensure consistent, values-aligned responses.
- Maintain and develop NTV’s key message matrix to ensure consistency across all external communications.
- Shape the public discourse on prevention and response to domestic and family violence highlighting NTV programs, member insights and issues, and thought leadership across media, digital channels, and public forums.
- Identify and recommend opportunities for NTV to participate in public discourse through campaigns, media appearances, and sector collaborations.
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## Events/Activities

- Collaborate with NTV’s Promotion and Marketing team in the planning and delivery of advocacy-related events, including public forums, policy roundtables, and campaign launches.
- Draft speaking notes, event summaries, and promotional materials to support NTV’s presence at public and stakeholder events.
- Attend relevant events to represent NTV, gather insights, and strengthen relationships with key stakeholders.
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## Stakeholder Engagement

- Identify and deliver on opportunities for NTV to collaborate with other people and organisations, including with media advisors in ministerial offices and with communications leads from partner organisations, to influence the national media landscape.
- Build and maintain strong relationships with external media organisations and journalists, ensuring NTV is well-positioned to influence public discourse in alignment with its vision, values, and principles.
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## Advocacy and Campaigns

- Provide strategic advice and support to the Advocacy, Policy and Research team in identifying and implementing advocacy strategies and campaign opportunities aligned with NTV’s goals.
- Deliver expert communication guidance to support the positioning and dissemination of NTV’s information, policy statements, advocacy positions, and formal submissions.
- Assist in drafting high-quality correspondence tailored to a range of audiences, including Ministers, government officials, sector partners, and community stakeholders.
- Monitor media developments relevant to family violence, gender equity, and men’s behaviour change to support timely and informed advocacy responses.
- Support engagement with NTV members to reflect sector insights in advocacy and media messaging, and to coordinate their participation in relevant campaigns or initiatives.

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## Reporting and Administration

- Track and maintain accurate records of media engagement, advocacy activities, public-facing communications, stakeholder interactions, and campaign reach to support internal reporting, performance tracking, and impact evaluation.
- Contribute to the preparation of regular operational and Board reports, briefings, and updates for the Executive Team, Board, and funders on communications and advocacy outcomes.
- Assist in compiling content and data for organisational reporting requirements, including funding acquittals, strategic planning documents, and annual reports.
- Support the evaluation of communication strategies by providing insights and metrics on audience reach, message alignment, and stakeholder response.
- Other relevant duties as assigned.

## WHAT WE ARE LOOKING FOR IN THIS ROLE

### Skills

- Exceptional written and verbal communication skills, with the ability to craft compelling content tailored to diverse audiences, including media, government, and community stakeholders.
- Strong interpersonal and relationship-building skills, with a proven ability to develop relationship and influence journalists, partner organisations and with media advisers working with politicians.
- High-level organisational skills, including 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.
- Political acumen and sound judgement in handling sensitive topics.
- Strong attention to detail and commitment to accuracy in public communications and formal correspondence.

### Experience and Knowledge

- Demonstrated experience in media, social media, communications, advocacy, or public affairs roles, preferably within the not-for-profit, government, or community services sector.
- Understanding of the Australian political, media, and policy environment, particularly in relation to gender-based violence, family violence, or social justice.
- Extensive experience providing high-level communications advice and crisis support to CEOs, executive teams, and boards.
- Experience preparing media releases, opinion pieces, briefings, and other strategic communications
- Proven ability to support advocacy campaigns and policy communication, including responding to media enquiries and managing stakeholder communications.
- Familiarity with the role of peak bodies and membership organisations, and an understanding of how to amplify member and community voices through advocacy.
- Knowledge of inclusive, trauma-informed, and culturally responsive communication practices.

### Qualifications/Competencies/Licences

- Tertiary qualifications in communications, public relations, journalism, political science, public policy, or a related discipline.
- Competency in using media monitoring, content development, and publishing tools (e.g., Meltwater, Mailchimp, WordPress, or equivalent platforms).

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- 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.
- 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.

Signature of Job Holder \_\_\_\_\_ Date signed \_\_\_\_\_