

## **JOB DESCRIPTION**

<b>POSITION:</b>	Manager of Government Relations
<b>LOCATION:</b>	Suite 504, 80 William Street, East Sydney
<b>WORK TYPE:</b>	Full Time
<b>DATE:</b>	March 2019

### **OVERVIEW**

The Manager of Government Relations (GR) is responsible for overseeing the Outdoor Media Association's government relations strategy, including resourcing of that strategy, in consultation with the CEO and General Manager. The Manager of GR is instrumental in developing, implementing and measuring the efficacy of the OMA's government engagement strategy. As an expert on GR, the position holder is a leader within the OMA and the industry, working to support the work of the OMA CEO and Board, delivering excellent members services and supporting the OMA and MOVE teams. The position holder monitors and advises the CEO and Board on issues relating to government policy and regulation and plays an active role in risk management.

The OMA's government relations strategy aims to 'make OOH and industry worth following'. Its practical aim is to improve the standing of the Out of Home industry in Australia – through political and bureaucratic relationship building, and industry campaigns, events and presentations – and to combat over-regulation at a State, Local and sometimes Federal level.

The role has two key focuses:

1. Internal member-focus – this includes education and support to ensure OMA members understand, meet and exceed community and government expectations to demonstrate the success of self-regulation over government intervention
2. External Government-focus – lobbying and advocacy government stakeholders to improve regulation of the industry and ensure it is reasonable and evidence-based.

The position holder manages the Senior Policy Adviser to support the OMA's government relations work.

### **THE CORE OF FUNCTIONS OF THE ROLE**

- Deliver strategic direction and leadership of the GR plan set by the CEO and Board.
- Identify and develop strategic responses to issues affecting, or likely to affect the industry.
- Seek opportunities to build the profile of the industry and the OMA.
- Build strong relationships with relevant politicians and bureaucrats, as well as other key stakeholders, to advance the interests of the industry.
- Develop policies, submissions, research projects and position papers to support the industry's goals and objectives.
- Represent the CEO and Board in Government and stakeholder consultations.
- Oversee the GR budget of up to \$350,000 used to pay for consultants, research projects and marketing projects, and provide analysis where required.
- Assist the CEO in issues and crisis planning for its members.
- Oversee the work of the Senior Policy Adviser.
- Deliver excellent member service and consistently champion the OMA values.

## WHO WE ARE

The OMA is an incorporated, not-for-profit industry body with a current membership of 35 full-time members. Members include the major media-display members –JCDecaux, oOh! Media and QMS Media – which contribute the majority of funds. It also has several non-media display members and some asset owner members. Membership of the OMA is governed by its Constitution and Code of Ethics which are available at [www.oma.org.au](http://www.oma.org.au)

Sitting alongside the OMA is also MOVE (Measurement of Outdoor Visibility and Exposure) the Audience Measurement System used by the OMA members. MOVE is a separate entity but shares the CEO, staff and offices with the OMA.

## THE TEAM

The OMA and MOVE is made up of a small dynamic team of specialists who work together to provide audience measurement, marketing, policy, manage government regulation and service the members of the Out-of-Home industry. Please refer to the attached Organisational Chart for the overall structure.

The Manager of Government Relations reports to the General Manager.

The Senior Policy Adviser reports to the Manager of Government Relations.

## THE DETAIL OF THE ROLE

- Conduct effective stakeholder consultation with regulators, industry associations and the broader community as a representative of the CEO and OMA Board.
- Orchestrate opportunities, as well as programs and events to educate and advocate to government about the industry working in conjunction with the Marketing team.
- Monitor and advise the GM & CEO of issues affecting the national industry and to develop policies and strategy papers that help strengthen the industry's position.
- Implement research projects that provide the evidence base for stakeholder strategies.
- Undertake effective lobbying and advocacy at all levels of government.
- Develop and maintain strong relationships with political offices and state based bureaucrats particular in the Roads, Planning and Transport portfolios.
- Oversee and manage relationships with consultants providing lobbying, town planning, research, public relations and marketing services.
- Develop and deliver training programs on OMA, industry and government policies.
- Lead a high performing Government Relations team, through appropriate training, sound performance management, open and clear communications, and constructive feedback. And manage the Senior Policy Adviser including leave, workload and other issues as they arise.
- Establish benchmarks to review the industry's performance.
- Formulate and manage the budget to realise the OMA's business plan.
- Provide leadership and initiative when planning for the delivery of conferences, events, marketing campaigns and special projects as required.
- Provide input into quarterly Board management reports.
- Ensure consistently high service standards are delivered to internal and external stakeholders and ensure that all opportunities to promote, advocate and lobby on behalf of the industry are maximised and communicated internally.
- Actively comply with and promote the OMA Code of Ethics, OMA values and safe work practices.
- Manage the OMA Work Health and Safety Committee and to assist members with WHS issues as they arise.

## **YOUR SKILLS AND EXPERIENCE**

We are looking for a person who has a strong track record in policy development with complex and conflicting stakeholder issues to resolve. This role would suit someone who has worked for a political party or in Federal, State or Local government, and has at least 5 years' experience in a senior policy role.

You will need to be a forward thinker with the flexibility, agility and humour to resolve complex issues with a minimum of fuss. You will need a sense of humour and to be energised by working in a fast-paced environment with a small team of smart people who are diverse and quirky. We are big hearted and care about our Members, our community, and the work we produce. Our, which we live up to, motto is "Spirited and Smart with Humour and Heart".

### **You must have:**

- Demonstrated knowledge of government processes and decision-making.
- Demonstrated skills in stakeholder consultation and issues management.
- Excellent interpersonal skills and willingness to lead by example in living the OMA values.
- Demonstrated skills and experience in policy development.
- Demonstrated ability to think strategically, and identify risks and opportunities as they pertain to the industry.
- Excellent written and oral communications skills.
- Ability to manage contrasting stakeholder views and expectations with tact.
- Ability to maintain a high level of confidentiality and discretion in the management of information and execution of duties.
- Ability and willingness to travel interstate for meetings when required.
- Ability to work within and manage a budget accurately.
- An understanding and commitment to EEO, WHS Policies and other relevant HR and ethical practices' requirements.

### **We would like it if you also had:**

- Knowledge of how the various tiers of government operate from elected officials to the bureaucracy.
- Appropriate tertiary qualifications.
- Experience working in, or in close association with the public service in either a policy or external consultation role.
- Knowledge of the outdoor industry and workings of industry trade associations and membership structures.

## **PERFORMANCE MEASUREMENT**

Performance in the role will be reviewed on an annual basis against agreed key result areas.

# ORGANISATIONAL CHART

