

# Position Description

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- Job Title:** National Director Individual Advocacy
- Reporting to:** Deputy Chief Executive Officer (CEO)
- Location:** Surry Hills, Sydney preferred but open to other locations for suitable candidate (with regular interstate travel)
- Direct Reports:** Senior Manager Individual Advocacy NSW  
Senior Manager Individual Advocacy Qld  
Senior Manager Disability Housing Advocacy  
Manager, Redress Project

## Purpose of the position

- Provide leadership to the PWDA Advocacy Team.
- Ensure best practice service provision driving a high quality and accessible client experience across PWDA advocacy services.
- Develop data reporting to drive and provide an evidence base for high quality performance
- Ensure systems, tools and resources are available to individual advocates to support the delivery of individual advocacy that meets client, funder and management expectations.
- Drive continuous improvement of Individual Advocacy Services and related PWDA processes.
- Implement the PWDA strategic plan.
- Expand the range and reach of our advocacy services.
- Develop and maintain positive relationships with key stakeholders including current and potential funders.
- Represent PWDA at relevant sector forums, public hearings and in the media as required
- Build PWDA's reputation amongst people with disability and stakeholders.

## Responsibilities & Accountabilities

### Key Responsibility Area 1 – Advocacy Services & Service Delivery

- Lead a high quality and consistent service experience across PWDA.
- Develop workload benchmarks and standards for all individual advocacy work, and structure team to achieve these standards.
- Ensure the efficient running of client management systems and refine reporting systems to provide an evidence base for internal and external reporting.
- Implement continuous quality improvement and quality assurance strategies and ensure compliance with contract and regulatory requirements and the National Disability Service Standards for all individual advocacy operations.
- Consult with stakeholder groups in relation to service policies and procedures.
- Develop protocols with managers and individual advocates for the provision of advocacy support to their clients and the management of contentious issues.
- Develop systems and resources to ensure the delivery of high-quality and consistent advocacy services that facilitates positive client outcomes.
- Oversee escalated client and stakeholder complaints and feedback in line with PWDA policies and procedures.
- Assist in the assessment of systemic advocacy priorities by monitoring patterns and trends in individual advocacy activities.

- Continually assess new opportunities for Advocacy work.
- Expand the range and reach of our services.
- Proactively secure funding through standard government sources and explore 'non-traditional' sources of funding.

### **Key Responsibility Area 2 – Leadership, Management & Teamwork**

- Set the example for staff by articulating PWDA's purpose, vision, goals and objectives and modelling these values in your leadership.
- Play a leadership role in showcasing skills, expertise, knowledge and capacity of people with disability and our representative organisations.
- Foster a culture of proactive positive feedback across the organisation.
- Encourage collaboration within, and across, teams to meet project deliverables and drive solid alignment between Individual Advocacy efforts and PWDA's policy development and systemic advocacy.
- Lead, engage and support staff to contribute to quality improvement and its integration within organisational processes.
- Manage the performance and development of direct reports including providing support and coaching, structured supervision, performance management etc.
- Review and monitor the performance of team members at regular intervals to optimise the delivery of positive outcomes and engage teams in meeting performance goals.
- Lead the National Advocacy Team to deliver on PWDA strategic and business plans.
- Actively develop capability within and across the advocacy teams.
- Identify and address risks and opportunities that can affect products and services and the ability to enhance member and client satisfaction.
- Work collaboratively with other members of PWDA's Leadership Team.

### **Key Responsibility Area 3 – Representation & Stakeholder Engagement**

- Represent people with disability, in particular PWDA members and clients, by providing them a voice through identifying issues and trends and working with PWDA colleagues to address these systemically.
- Build and maintain effective networks and strategic partnerships across the disability sector and with funders and government stakeholders.
- Actively build strong relationships with State and Federal Government representatives including, government ministers, ministerial advisors, senior government staff (including NDIS senior staff and funding contract managers).
- Consult with, and influence, networks, key stakeholders, and sector partners to improve the provision of advocacy support.
- Represent PWDA publicly at relevant sector forums, external committees and public hearings.
- Actively represent PWDA at a strategic level with both states and national key sector partners.
- Identify and facilitate opportunities to partner with relevant organisations within the sector.

### **Key Responsibility Area 4 – Policy Development & Consultation**

- Act as the spokesperson for PWDA clients to address issues affecting people with disability as delegated by CEO and/or Deputy CEO.
- Develop and promote prevention strategies and resources designed to eliminate the systemic causes of issues adversely affecting people with disability and their associates.
- Regularly assess and analyse sector and PWDA client data to identify issues affecting people with disability and their associates.
- Proactively escalate, and work alongside, the PWDA Policy team and Deputy CEO to inform policy statements and other policy resources in relation to issues affecting people with disability and their associates.

- Develop and implement a strategy for tracking emerging and current issues experienced by people seeking individual advocacy.
- Contribute to and develop high quality policy submissions to inquiries and reviews in relation to issues affecting people with disability and their associates.
- Inform PWDA's policy analysis and development to ensure it is inclusive and responsive to the needs of priority population groups.
- Provide advice and support to the PWDA Board, CEO and Deputy CEO on key issues regarding individual advocacy.

### **Key Responsibility Area 5 – Project Management**

- Assist Project Managers to develop project plans, manage resources, budgets and contractual obligations for each capacity-building or individual advocacy project and key areas of work.
- Oversee successful on time delivery of projects in areas which relate to individual advocacy, where specific expertise is held, from inception to finalisation.
- Ensure timely reporting and acquittals for all projects.
- Provide regular reports to the Deputy CEO, Chief Executive Officer and the Board on project status.

### **Key Responsibility Area 6 – Organisational & Support to CEO, Deputy CEO & PWDA Board**

- Ensure the timely management and resolution of conflict within the organisation.
- Understand WH&S obligations and contribute to a safe work environment for all staff.
- Oversee the development and maintenance of relevant policies and procedures to manage organisational risk.
- Assume responsibility for the operation of PWDA on request from the CEO and/or Deputy CEO in the absence of either.
- Prepare regular reports for the CEO and Deputy CEO on progress, and obstacles to, timely implementation of initiatives against strategic and business plans.
- Provide advice and support to the PWDA Board, CEO and Deputy CEO on key issues.
- Act as key spokesperson to the media on behalf of PWDA as delegated by the CEO or Deputy CEO.
- Undertake other duties, as directed, within the scope of this role.

## Academic qualifications

Essential	Desirable
Bachelor degree level qualification in business or other relevant discipline.	

## Key Selection Criteria

Essential	Desirable
Demonstrated track record in leading a large team and in achieving social change for people with disability.	Direct or lived experience with disability
Advanced skills in advocacy and at least 2 years' experience managing an individual advocacy or comparable service.	>5 year's experience within a not-for-profit membership-based organisation.
Demonstrable knowledge of disability services and the current funding environment for disability advocacy services.	Additional relevant tertiary qualifications beyond the essential academic qualifications.
Demonstrated people management skills including in on-line and hybrid settings.	Demonstrated experience engaging with Government Ministers, their advisors and high-level decision makers.
High level of knowledge of legislation in the area of disability and areas related to disability advocacy issues.	Experience in policy development and campaigning.
Demonstrated capacity to manage client management systems and develop effective reporting systems to track performance and meet internal and external requirements.	
Demonstrated established networks and influence within the disability rights movement and/or with stakeholders relevant to the delivery of individual advocacy services.	
Demonstrated ability to handle escalated complaints and sound knowledge of complaint handling agencies.	
Extensive experience in grant writing, developing funding submissions and responding to tender processes.	
Intermediate understanding of Microsoft Office, including Word, PowerPoint and Excel.	
Ability to travel intrastate and interstate.	

## Competencies

### Turning Vision into Action

Keeping PWDA's vision and values at the forefront of decision making and action.

Key behaviours and actions to look for:

- *Communicates this to create enthusiasm and commitment;*
- *Translates vision and strategies into step-by-step plans;*
- *Communicates expectations to all those who are involved;*
- *Ensures speed of implementation.*

### Persuasiveness

Uses appropriate interpersonal styles and communication methods to gain acceptance of a particular view or idea from a range of audiences

Key behaviours and actions to look for:

- *Questions and probes;*
- *Establishes strategy;*
- *Builds rapport;*
- *Demonstrates capability;*
- *Gains commitment.*

### Fostering Collaboration

Works cooperatively with others, inside and outside the organisation, to accomplish objectives to build and maintain mutually-beneficial partnerships, leverage information, and achieve results.

Key behaviours and Actions to look for:

- *Works with others to share information and achieve goals;*
- *Works towards goals that benefit the team, which includes contributing ideas and participating in team activities appropriately;*
- *Fosters an environment that emphasises knowledge sharing and group participation;*
- *Facilitates agreement by resolving differences of opinions;*
- *Resolves conflicts, confrontations, and disagreements positively and constructively;*
- *Maintains positive and productive relationships.*

### Aligning Performance for Success

Focusing and guiding others in achieving work objectives.

Key behaviours and actions to look for:

- *Sets performance goals;*
- *Establishes approach;*
- *Creates a learning environment;*
- *Collaboratively establishes development plans;*
- *Tracks performance;*
- *Evaluates performance.*

### Communication

Clearly conveying information and ideas through a variety of channels to individuals or groups in a manner that engages the audience and helps them understand and retain the message.

Key behaviours and actions to look for:

- *Organises the communication;*
- *Maintains audience attention;*
- *Adjust to the audience;*
- *Ensures understanding;*
- *Uses volume and pace appropriate to the media being used;*
- *Comprehends communication from others.*

## Decision Making

Identifying and understanding issues, problems, and opportunities; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.

Key behaviours and actions to look for:

- *Identifies issues problems and opportunities;*
- *Gathers and interprets information;*
- *Generates alternatives;*
- *Chooses appropriate action;*
- *Commits to action;*
- *Involves others.*

## Coaching

Providing timely guidance and feedback to help others strengthen specific knowledge/skill areas needed to accomplish a task or solve a problem.

Key behaviours and actions to look for:

- *Clarifies the current situation;*
- *Explains and demonstrates;*
- *Provides feedback and reinforcement;*
- *Establishes relationships such that employees feel valued and appreciated.*

## Delegating Responsibility

Allocating decision-making authority and/or task responsibility to appropriate others to maximise the organisation's and individual's effectiveness.

Key behaviours and actions to look for:

- *Shares appropriate responsibilities;*
- *Defines parameters;*
- *Provides support without removing responsibility;*
- *Stays informed.*

## Performance Measurement based on

<b>KPIs</b>
Lead the PWDA Advocacy Teams to deliver on the objectives outlined in the PWDA strategic plan.
Successfully represent PWDA in sector forums.
Achieve positive change through influencing key external stakeholders to improve access to, and quality of, advocacy services.
Expand the range and reach of PWDA Advocacy services.
Measured success in delivering a consistent high quality client experience across PWDA Advocacy Services.

## Other Job Requirements

- *Working with Children Check*  
PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.
- *National Police Record*  
PWDA receives funding from multiple Government Agencies who require staff to be checked. The successful applicant must satisfy these requirements prior to taking up appointment.
- Australian Government COVID-19 Vaccination Certificate and adherence to the PWDA COVID Vaccination Policy.
- Six-month probationary period.

## Application Processes

For more information about this role, please contact:

Carolyn Hodge  
Deputy CEO  
Email: [carolynh@pwd.org.au](mailto:carolynh@pwd.org.au)  
Phone: 0490 865 275

**Submit your application** by email on [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au).

**Applications close: 9am, Monday 21 November 2022.** Please apply as soon as possible as we will interview suitable candidates before the closing date.

If you need to submit your application in an alternative format, please contact Hollee James by email [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au) or by phone on (02) 9370 3100.

Your application needs to include:

- Your full resume.
- A letter addressing the selection criteria.
- Your contact details.

*PWDA is a proud employer of people with disability, and people with disability are strongly encouraged to apply for these positions. We are an EEO employer and we embrace the diversity of our people, such as diversity in disability, race, cultural background, ethnicity, age, gender identity, sexual orientation or intersex status.*