



Chief Executive Women

Women leaders enabling women leaders

Position Description

Director, Policy Advocacy and Research

ROLE: Reports to CEO

SUPERVISION responsibilities – Direct supervision of secondee from Department of Prime Minister & Cabinet

PURPOSE OF THE ROLE:

This role helps shape, facilitate and implement CEW's policy, advocacy and thought leadership initiatives in fulfilment of CEW's mission: women leaders enabling women leaders. It supports delivery of CEW's strategy, working with the Business Engagement Committee and Members to undertake the following:

- **Government and Public Advocacy:** drive formulation and support implementation of CEW's strategy to advocate for conditions that lead to increased representation of female leadership, including the removal of barriers to progression and equal opportunities for prosperity.
- **Business Engagement:** identify, target and influence the conditions that support greater female representation at the most senior levels of corporates, by helping design, implement and manage campaigns.
- **Evidence based thought leadership:** Develop and advocate policy initiatives designed on the basis of CEW (and others) research to government and corporate partners. Work with CEW's pro bono partners to design and deliver research in support of CEW's mission.
- **Partnerships and collaboration:** Strengthen and develop partnerships and work with key collaborators including CEW sponsors and supporters, and third sector organisations

This role requires high levels of collaboration with team members to ensure impactful, integrated activity that creates action toward CEW's strategic outcomes. It requires demonstrated ability in policy, advocacy, research, thought leadership, and communications, as well as exceptional stakeholder and project management skills.

KEY SKILLS/RESPONSIBILITIES:

- **Policy, Advocacy and Research:** Identify key opportunities for CEW to influence policy through advocacy, based on CEW's unique capabilities, and CEW and partners research projects. Includes:
 - Designing a sophisticated policy and advocacy approach, in consultation with the Business Engagement Committee, the CEW team and CEO, and the CEW President and Board
 - working with the Business Engagement Committee to identify key areas of potential impact and developing the approach
 - supervising partner research, launch and associated campaigns, working with the CEW team to deliver high impact activities including events
 - developing and supporting implementation of policy and advocacy recommendations to support thought leadership leveraging CEW's pre-eminent member base and potential influence

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Chief Executive Women Ltd (ABN 72 192 201 209)

- government submissions, stand alone thought leadership, case studies, summaries and talking points, media briefings and copy for internal and external consumption.
- **Strengthen and Manage Partnerships:**
 - Foster, collaborate with and manage CEW member input, in particular Business Engagement Committee and Board input and sensitively integrate it into active campaigns
 - Build relationships with key partners to help deliver timely, cost effective and creative thought leadership initiatives which support CEW's mission
 - Work effectively with CEW Board, members, partners (existing and prospects), sponsors, and supporters including peak bodies and social sector partners
 - Build robust and productive working relationships with the President, CEW team and CEO, including sharing knowledge and expertise about policy and advocacy activities.

INDIVIDUAL ACCOUNTABILITIES:

- Co-create and steward delivery of CEW's Policy, Advocacy and Research annual Business Plan
- Government, Corporate and Public Advocacy strategy development and implementation – working closely with the Director, Corporate Affairs to ensure alignment of CEW messages in all communications and identify media opportunities to advance CEW's strategy.
- Develop CEW's policy position in key areas of CEW interest, together with the Business Engagement Committee, Board and CEW senior staff
- Prepare position papers, and other collateral to brief CEW members on CEW policy, advocacy and thought leadership activities, so that members are supported to act to advance CEW's initiatives
- Draft submissions to government, co-ordinate CEW's participation in Federal and State roundtables and other government engagement opportunities
- Seek opportunities for key CEW personnel (e.g. President, Chair Business Engagement Committee) to engage with government to influence policy outcomes
- Proactive market monitoring for research and initiatives relevant to CEW's mission and responding to issues in the public domain
- Manage partner research thought leadership initiatives which include:
 - Senior Executive Census (August each year)
 - Bain Gender Parity Survey (usually February each year)
 - This activity includes working with the provider on survey design to advance CEW's mission, monitoring delivery of field work, collaborating on insights and framing the final report. Input into and management of launch plans, and implementation of follow up activities including measuring success over time.
- Develop and steward the relationship with CEW's research partners and sponsors of thought leadership
- Supervision of and management of the PM&C Secondment program
- Reporting to the Board and other reporting as required

PERSON CHARACTERISTICS

- Natural collaborator and relationship builder with the ability to adapt to a range of different functional styles and technical expertise
- Experienced policy, advocacy and thought leadership practitioner
- Works with influence, confident working with the most senior and experienced leaders across sectors
- Ability to think strategically and implement tactically with a solutions orientation

- Hands on, energetic team player, equally comfortable taking personal responsibility for work and/or working independently. Able to work with a small team.
- Exceptional plain English communicator with the capacity to create compelling content

KEY METRICS

- Positive feedback from CEO, President, Business Engagement Committee Chair, Members, partners, supporters and peers
- Board and CEW membership engagement with and increased participation in:
 - Thought leadership
 - Advocacy campaigns
- Delivery and campaigning of a minimum of three significant pieces of CEW thought leadership per year
- Government engagement