



Position Description

HONORARY ADVOCACY TEAM LEADER

Ballarat Wildlife Rehabilitation & Conservation Inc (BWRAC) was established by Ballarat wildlife carers and veterinary professionals to respond to the growing need for specialised care of sick and injured wildlife in Ballarat and surrounding areas.

BWRAC also support and promote wildlife conservation through education, advocacy and research.

The **Advocacy Team Leader** will have the overall responsibility to lead and coordinate advocacy campaigns that support the welfare and conservation of wildlife in Ballarat and surrounding areas.

The main responsibilities will be to lead a small team of advocates and collaborate to identify advocacy opportunities, set strategies, and develop and coordinate campaigns to raise awareness of the challenges facing our native wildlife.

The advocacy manager will conduct and encourage research and fact finding, and ensure all campaign material developed and distributed under the BWRAC name is evidence based, accurate and directed at the intended audience. Liaison with the media and relevant stakeholders to facilitate publishing of advocacy material is key to this role.

Advocacy Team Leader responsibilities:

- Liaise with BWRAC president to provide summary of campaigns, discuss strategy and outcomes from campaigns.
- Schedule regular meetings with the advocacy team, discuss strategies and set goals for campaign outcomes.
- Work closely with the advocacy team to align campaigns with the BWRAC mission, set and distribute team tasks and follow through on outcomes.
- Support/coordinate local campaigns – assist with preparation of campaign material and provide regular updates to the BWRAC president.
- Develop and maintain effective relationships with external stakeholders such as community, other wildlife orgs and conservation groups.
- Be aware of regional issues related to wildlife.
- Liaise with local and state MPs, councillors and council officers to build relationships and share information about campaigns.



- Support members to develop and lodge local submissions to council and local government in relation to wildlife management, environmental issues that will impact wildlife.
- Ensure team members comply with BWRAC policies and behave in a manner that is respectful, lawful and responsible.
- Provide campaign outcomes in written format for BWRAC newsletter
- Encourage more members to participate in campaigns and become advocates for local wildlife.
- Consult with local councils, DEECA, landowners and members of the public to collect data relevant to advocacy campaigns
- Ensure all campaign material is stored and filed in Microsoft OneDrive and labeled appropriately.
- Work with other BWRAC members, including Executive members to coordinate fundraising, promotion, and production of educational material for BWRAC events/campaigns.

Governance:

- Lead and oversee the advocacy sub-committee, ensuring agendas and minutes of sub-committee meetings are recorded accurately and filed in BWRAC's Microsoft OneDrive and labelled appropriately.

Skills & Competencies

- A passion and understanding of wildlife and conservation issues.
- An ability to work strategically to improve outcomes for wildlife.
- An interest in following media/social media /news to identify opportunities.
- Ability to read and interpret Policies, Acts and formal government documents and summarise for members of the public.
- Networking skills to build and grow relationships with other like-minded organisations and individuals.
- An ability to 'think outside the box' and be open-minded.
- Excellent interpersonal skills.
- Good verbal and written communication skills.
- Ability to lead and develop a team.
- Proven organisational abilities.
- The ability to be diplomatic, especially in times of stress.
- Be collaborative, supportive, professional and inclusive.
- Patience and resilience.
- An awareness that advocating for native wildlife can be confronting at times.



QUALIFICATIONS: Current Working with Children Check.
Police check within the last three years.

MEETING OBLIGATIONS: The BWRAC Executive Committee meets at least four times per year. The Advocacy Team Leader is responsible for meeting with the sub-committee.

Software and systems used by BWRAC:

- Email & Communication - Microsoft 365 (Teams)
- Microsoft Word & Excel
- Mailchimp
- Oracle NetSuite (Accounting)
- Canva, InDesign & Photoshop
- Zoom
- Various social media platforms

Reporting relationships

Reports to:	BWRAC President
Responsible for:	BWRAC Advocacy team members
Internal relationships:	President, Community Education Director, Secretary & Treasurer
External relationships:	Regional community groups (Animal, Environmental) State MPs and Government Departments Local Councils and Councillors of the region and other regional leaders

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BALLARAT WILDLIFE REHABILITATION & CONSERVATION INC (BWRAC)

Publication:

Publicise prior to AGM annually.

Date to be reviewed:

Annually; or sooner if substantial changes are made to the operational processes.