

## POSITION DESCRIPTION

Position Title:	Principal Advisor – Policy and Advocacy (0.6 FTE)
Division:	Policy and Government Relations
Location:	National Office, Melbourne
Reports to:	General Manager, Policy and Government Relations
Date approved:	January 2018

The Australian Physiotherapy Association (APA) is the peak national body representing the physiotherapy profession in Australia and has over 24 000 members.

The APA supports members by providing them with access to the highest quality knowledge, resources and research to keep their skills current and relevant; through advocating for physiotherapy to have a broader role in healthcare; and by positioning the physiotherapy brand to all consumers, other health professionals and the community.

The APA is a founding member of the World Confederation for Physical Therapy (WCPT) and plays a leading role amongst physiotherapy associations in the Asia Western Pacific region.

As the peak body, we advocate and set a high standard for professional competence and behavior, continuing education and best practice care for clients.

Through our strategic plan, we seek to position ourselves as a member-centric organisation with a distinctive brand, valued by physiotherapists and the community.

### Our vision, belief and purpose

**Vision** - The community recognises the benefit of choosing physiotherapy.

**Belief** - All Australians should choose physiotherapy to optimise their health and wellbeing.

**Purpose** - Leverage our global leadership position for the benefit of physiotherapy and consumers.

### Our Values

**Professional** - Professionalism sets a standard for day to day interactions and conduct.

**Excellence** - There is nothing average about APA, our members or our profession. We demonstrate that we are leaders in health in everything that we do.

**United** - To continue to create an environment for the profession to prosper, we need to unite with our colleagues, members and our communities, and align with the wider healthcare landscape and its influencers.

**Community Minded** - We strive to be a leader in health and recognised as a progressive and authoritative voice. Each one of us is responsible for contributing to this reputation, through the quality of our work, the strength of our relationships with colleagues and stakeholders, and our efforts to keep up to date with important changes affecting the health environment.

**Visionary** - Being a visionary team member of the APA means being innovative in your thinking and challenging oneself and the status quo.

## **Main Purpose of the Position**

To make a substantive contribution to the achievement of the Association's strategy by leading the development and execution of key policy and advocacy initiatives.

## **Key Accountabilities**

- Lead key work-streams on major strategic policy and advocacy initiatives
- Provide expert support to members representing the APA in governmental, departmental and external committee roles such that these members are authoritative advocates for the profession and its clients
- Lead relationship development with peers in partner organisations
- Collaborate with staff in teams across the Association to facilitate a cohesive, whole-of-organisation approach to positioning physiotherapy and its benefits
- Coordinate the production of high quality and evidenced written material that is targeted at our mission, persuasive and meaningful to its audiences
- Organise oneself and the available resources to ensure the efficient and effective pursuit of predetermined Association objectives.

## **Skills, Knowledge and Experience**

- University qualifications in a relevant discipline
- In-depth understanding and proven experience in using an array of policy and advocacy tools to support strategic initiatives, including the ability to convert this into written material
- Substantial skill and experience in collaborating with professionals in their execution of external representative roles in public domains, including skills in coaching and mentoring; and the ability to reframe professional discussions and respond in an delivering that back in an evolved way
- Demonstrated ability to persuasively influence internal and external stakeholders based on sound and logical reasoning and arguments
- In-depth knowledge of the Australian health sector, including relevant machinery of government and approaches to public policy
- Demonstrated skill in anticipating the composition and sequence of activity needed across an organisation to execute strategic initiatives
- Demonstrated skill in working with communications professionals in the planning and execution of policy and advocacy initiatives  
Demonstrated ability to catalyse commitment to, and the vigorous pursuit of, corporate vision amongst team members and stakeholders who provide support on a pro bono basis.
- Demonstrated skill in anticipating the composition and sequence of activity needed across an organisation to execute strategic initiatives.
- Clinical experience in physiotherapy or another health profession is an advantage.

## **Special Requirements**

The position will require occasional interstate travel and attendance at meetings outside standard working hours including two weekend National Advisory Council meetings per year, for which time in lieu will be accrued with the approval of the General Manager, Policy and Government Relations.

## **Decision Making**

All positions are bound by the Association's general operating, human resources management and finance policies and procedures including the delegations schedule.