



**Te Wāhi Wāhine o
Tāmaki Makaurau**
AUCKLAND WOMEN'S CENTRE

Job description

Collective Advocacy Lead

PURPOSE OF ROLE

To direct, manage and publicly lead the Centre's collective advocacy (including decision-maker engagement, campaigns and community mobilisation), with the overall goal of systems change and social changes which increase the empowerment, safety and well-being of wāhine Māori and all women in Tāmaki Makaurau and across Aotearoa New Zealand.

Note: At this time, the following job description includes all projects and activities in the advocacy programme. Some of these items may be outsourced to other roles, (employee or contractor), but remain the overall responsibility of the Collective Advocacy Lead.

Hours P/W	37.5 hours (negotiable)
Responsible To	Centre Manager
Direct Reports	The collective advocacy team: contractors and staff with skills which complement those of the Advocacy Lead. For example, this may include: Policy advisor Māori comms advisor Lived Experience Coordinator
Key Relationships	Social media lead (dotted line) Editors of AWC's e-publication AWC funding staff Other AWC staff Allied organisations including members of Coalition for the Safety of Women and Children
Support	External supervision Professional development resourcing
Accountability	Monthly report on activities Quarterly update on strategic plan actions Annual performance review

STRATEGIC ALIGNMENT, COMMITMENTS AND OBJECTIVES

In regard to the Centre's 2026/27-2030/31 Strategic Plan, the Advocacy Lead has key oversight of and primary responsibility for the Centre's strategic goals to:

- 1: "Increase support for the realisation of wāhine Māori aspirations, in ways which are effective and appropriate, including but not limited to AWC's focus area of reducing gender-based violence."
- 3: "Maintain and increase [Centre] success as an effective advocate of women's issues (including safety) to political decision-makers."

Relevant to realising these two goals are the following advocacy-team commitments to funders:

- catalysing collaboration, by enabling and leading violence-response and women's sector engagement with central and local government policy makers
- mobilising communities by encouraging /offering opportunities for activism about the issues affecting them.
- developing useful and relevant policy analyses, to support campaign goals.

In addition, the Advocacy Lead and team provide support for the goal to:

- 4: "Embed an intersectional feminist and visionary angle/lens in public consciousness to support women's rights in all areas." Relevant to this goal is the following AWC commitment to funders:
 - shifting narratives by raising public awareness of the rights of wāhine Māori and all women

SET ADVOCACY LEAD TASKS

Strategic Leadership

- Champion the articles of Te Tiriti o Waitangi across advocacy activities, objectives and outcomes, ensuring Te Tiriti meaningfully informs each project's approach and delivery.
- Ensure wāhine Māori perspectives, leadership and lived experience are meaningfully reflected in advocacy, policy and campaign work.
- Oversee and maintain accountability for advocacy activity budgets, expenditure and financial reporting, including staff and contractor costs.
- Make recommendations to the Governance Board regarding annual plans and annual reviews, with regard to the strategic objectives and commitments above
- Ensure the Centre meets its strategic objectives above, as described in the Strategic Plan.
- Support the Centre Manager in selection of speakers for events (such as for our Community Kōrero programme)

Personnel Management of the Advocacy Team (members TBD)

- Follow AWC recruitment processes and policies, and encourage a diversity of applicants, including wāhine Māori
- Provide line management to the advocacy team, including:
 - ensuring that advocacy team members have manageable and agreed work plans, outcome expectations and role descriptions

- conducting annual performance reviews of line-managed staff and develop individual professional development plans
- supporting advocacy team members so that work is generally a positive experience that enhances their lives, and so that their exposure to work-related stress and emotional distress is minimised
- Actively work with advocacy team staff and contractors towards the implementation of the Strategic Plan and annual plans
- Lead regular advocacy team meetings
- Ensure the Centre Manager is regularly kept up-to-date with advocacy team plans and activities

Sector collaboration & political engagement

- Develop and implement a plan of organisational relationships to best assist AWC to realise its strategic collective advocacy goals.
- Lead Centre organisational relationships within advocacy:
 - Chairing the Coalition for the Safety of Women & Children, keeping the Coalition connected, informed, strategically-focused, and effective in advocacy; creating agendas in consultation with Coalition members and chairing Coalition hui; identify gaps in Coalition expertise and grow and sustain membership (in consultation with senior Coalition members).
 - Maintaining and growing relationships with other key sector contacts , ensuring they are included in relevant networks.
 - Invest in trusted relationships with Coalition members and key stakeholders across the sector to strengthen advocacy efforts and enable rapid, coordinated responses to emerging issues.
- Engaging with policy-makers including politicians, local and national government officials and other decision-makers and policy advisors as relevant.

Communications

- Be the public face of AWC campaigns and wider public awareness-raising in the media, providing commentary and appearing on TV, radio and in print, in line with campaigning strategy.
- Approve each issue of the Centre's e-publication as representative of the Centre as publisher, ensuring content aligns with Centre values and that no content is counter-productive for campaign goals.

ADVOCACY TEAM TASKS

The Advocacy Lead must cover a *minimum* of 3 of the following task categories (depending on the time allocation and alignment for each) with the rest covered by the advocacy team under the Advocacy Lead's supervision.

Campaigning & comms guidance from a te ao Māori point of view

- Advice on topics and content for Centre advocacy & comms, to meet strategic goals. This includes:
 - Drawing issues to the attention of AWC which are of importance to wāhine Māori (both concerns & celebrations) and which are appropriate for a tauwiwi audience to know about
 - Offering timely guidance on useful and culturally safe ally positions and support for wāhine Māori leaders on issues of importance to wāhine Māori
 - Offering timely feedback/editing on social media and other content developed by AWC to support and platform wāhine Māori, to ensure it is culturally safe
 - From time-to-time, advising on other AWC comms (including to government) eg submissions, public resources etc.

Campaigning

- Develop & implement strategy and tactics regarding continuing campaigns for already-identified goals for stalking response and online platform regulation.
- Make recommendations to the Centre Manager on new campaign issue selection, informed by the focus issues of previous AWC campaigns, wāhine Māori aspirations, advice from advocacy team members, team capacity and any other relevant consultations (for example, if it is violence prevention, then consulting with the other members of the Coalition for the Safety of Women & Children).
- Lead and manage the development and implementation of campaign objectives (with subject matter experts), strategy, tactics and evaluation, for policy influence and community mobilisation.
- Develop opportunities for women around the country to be included in Centre campaigns, and ensure every campaign includes one or more strategy-supporting opportunities for community activism
- Ensure opportunities for community activism are attractive to and promoted to wāhine Māori and Auckland's diverse groups: Pacific women and women from Auckland's other diverse ethnic groups; takataapui, Rainbow & gender-queer folk; and disabled women, to increase enjoyment of activism, and confidence to take collective action
- Socialising campaign goals and strategy with Coalition members and other allies prior to implementation.

Media liaison / network

- Relationships with media organisations and journalist to support media coverage which supports and aligns with campaign goals and other tactics
- Placing stories – liaising between spokesperson and media outlets

Key messaging & marketing direction

- Develop and maintain campaign key messages and contingency messaging
- Create and maintain a library of Centre positions on relevant topics
- Ensure spokesperson and social media lead are well-briefed with key messages and contingency messaging (and write text for social media posts where required)
- Maintain the Centre webpages re advocacy and campaigns

- Liaise with the co-editors of the e-publication to place content in the publication to support campaign goals from time-to-time, as guided by campaign strategy.
- Write media releases (or liaise with media liaison to do so)

Social media

- Be the online systems-change voice of the Auckland Women's Centre across all the Centre's social media platforms
- Lead development of and implement social media strategies which support the Centre's messages for systems-change advocacy
- Create, edit, repurpose, and schedule lively, engaging content (copy, images, short videos, stories, etc.) that fits each platform and target audience to support the goals and key messages of the Centre's systems-change advocacy team.
- Share current affairs relevant to AWC and ally campaigns several times a week on multiple platforms
- Monitor comments, messages, and mentions on systems-change advocacy posts; respond or escalate as appropriate in a timely manner

Kaiwhakatuhono - leading liaison with Māori organisations

To support the Centre Manager in building and maintaining trust-based, reciprocal relationships between the Centre, and wāhine Māori leaders and organisations in Tāmaki Makaurau and across the motu to enhance coordination and mahi on shared strategic objectives including collective advocacy.

- Advise the Centre Manager on development of a tuhono plan of maintaining, strengthening (and, where appropriate, commencing) relationships with wāhine Māori leaders and Māori organisations to best assist AWC to realise its strategic collective advocacy goals in particular supporting wāhine Māori aspirations.
- Coordinate the administrative aspects of this work, with hui and relationship-building activities undertaken together with the Centre Manager and board members (as appropriate).
- Ensure engagement is guided by the needs and preferences of Māori organisations and leaders.
- Proactively reach out to Māori organisations, hapū, iwi, and Māori NGOs in consultation with the Centre manager as per the tuhono plan
- Where appropriate, undertake relationship-building visits with wāhine Māori leaders to:
 - Listen to the priorities, experiences, and perspectives of wāhine Māori
 - Share kōrero about the work and kaupapa of the Centre
 - Invite engagement in ways that feel appropriate to each organisation,
- Keep a good record of communications including providing regular updates to the Centre's collective advocacy team.
- Attend monthly Coalition for the Safety of Women & Children hui, and other collective hui as supports the goals of this role

Policy analysis

- Develop an evidence base (eg policy papers, literature reviews, Briefings to Incoming Ministers and/or social research) to support campaign goals, where there are gaps, as indicated by campaign strategies

- Draft submissions in response to parliamentary calls, where relevant to AWC goals (may also be on behalf of the Coalition for the Safety of Women & Children)
- Ensure incorporation of expertise and lived experience, including Māori expertise and lived experience, and points of view from takatāpui, rainbow, gender-queer, disabled communities, as well as Auckland's ethnic populations (particularly but not limited to: Pacific, East Asian, South Asian). and liaison to where appropriate,

Activism sector mentoring

- Culturally safe identification of and mentoring of emerging activists to
 - enhance their skills in campaigning, collective advocacy and other systems-change skills; and
 - educate/ raise consciousness of the importance of Te Tiriti o Waitangi, mana wahine, intersectional feminism and other Centre values, and
 - how to embed these values into systems-change work.

Lived-experience advisory groups

From time to time, the advocacy team may appoint a Lived Experience Advisory Group (LEAG) of different, specific experience, depending on the campaign. When this happens, tasks associated include:

- Culturally safe community engagement to ensure ensuring that the voices of the LEAG inform and are safely and meaningfully integrated into Centre advocacy. This includes:
 - Leading identification and recruitment of LEAG members
 - Nurturing strong relationships with group members, facilitating regular hui seeking feedback on campaign-related questions and material, supporting ongoing engagement through email and shared documents as required, creating and upholding a safe, respectful, and empowering atmosphere for LEAG members.
 - Recording relevant perspectives and advising the advocacy team on how they can best inform Centre advocacy

PERSON SPECIFICATION

- A supportive understanding of Te Tiriti o Waitangi and its implications – proven experience supporting te Tiriti in a professional setting
- An intersectional feminist and/or mana wahine analysis; and an understanding that trans women are women
- Experience and proven success in working cross-culturally
- A commitment to the Centre, its philosophy and work
- Proven professional sector leadership experience
- Proven government (central and/or local) engagement experience
- Project management/ organisational skills
- Formal or informal managerial experience: Good management skills, including problem solving, personnel management, time management, conflict resolution, ability to work with budgets.

- Self-motivation, versatility and self-sufficiency
- Proven oral and written communication skills, and the ability to develop long term collaborative relationships
- Digital literacy
- The ability to work with a small group of women and gender diverse people in a community-based agency in a non-hierarchical way
- Demonstrated leadership and communication skills

Depending on the tasks chosen (3-4), professional experience in:

- campaign leadership – including key messages and community tactics and/or
- whakatuhono – engagement with Māori organisations and/or
- comms or campaigning advice from a te ao Māori point of view and/or
- policy development/analysis and/or
- social media content & admin and/or
- media liaison
- Lived-experience liaison

Ideal

- Formal or informal spokesperson experience / media fronting

Then task-by-task

THIS JOB DESCRIPTION HAS BEEN AGREED TO BY:

Maia Hall

Advocacy Lead

Date:

Centre Manager

Date: