

Head of Policy and Regulatory Affairs

JOB DESCRIPTION

IAB Australia is looking for someone to join the peak digital advertising industry body in Australia to distil and navigate the myriad of local and global regulatory frameworks that underpin the digital advertising ecosystem today and more importantly tomorrow. The Head of Policy and Regulatory Affairs role will be responsible for working with IAB member organisations, other trade associations, policy makers and the global IAB network.

This role is perfect for a smart, curious and details obsessed policy professional. Working with the CEO, Director of Research and Tech Lead this new role will take the lead on policy and regulatory issues facing the digital advertising industry. Not only will the candidate work with the IAB team and board but the best and brightest across the industry locally and globally. The work will cover a wide range of topics including:

- data governance
- consumer privacy
- ad tech transparency
- local advertising self-regulation and codes
- regulation and policy development in relation to developing marketing channels (e.g. gaming, programmatic audio & digital out of home)
- retail media and e-commerce
- changing media consumption trends and market implications
- online safety

The ideal candidate will have a solid understanding of privacy regulation and have 5+ years' experience in policy, government &/or legal work. You will be a vital member of a small team at the heart of a \$9.5B industry.

We are ideally looking for someone based in Sydney, Canberra or Melbourne and open to a flexible working week.

The Organisation:

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated are invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation. IAB Australia is the peak trade association for digital advertising in Australia with 150 member organisations from digital media, ad tech, media agencies, data sectors and more. As one of over 47 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia.

In the always-evolving and rapidly-changing digital advertising and technology ecosystem, the IAB is constantly moving forward and identifying how best to assist our members and the industry at large. The organisation's focus on helping companies involved in digital advertising by:



- Demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.
- Ensuring the necessary standards and guidelines are in place to promote a trusted and transparent digital marketplace, reduce the friction within in the digital supply chain and to improve the online advertising experience for consumers, advertisers, and publishers.

In FY21 our efforts were concentrated on the following areas:

- Digital driving long term brand and business growth
- Increasing confidence in digital supply chain
- Data governance and consumer privacy education and guidance
- Evolution of targeting, measurement & attribution
- Helping support sustainability and diversification of our industry:
 - People
 - Products (ad & content)

In addition to the IAB team, we leverage the skills, experience and commitment of member companies, many of whom actively work across our Councils and Working Groups.



“ Grow sustainable and diverse investment in digital advertising in Australia ”

how?

Demonstrating to marketers & agencies how digital advertising delivers on their business objectives.

Ensuring there are standards & solutions in place that

- drive trust & transparency
- reduce friction associated with the digital ad supply chain
- improve ad experiences for consumers, advertisers & publishers

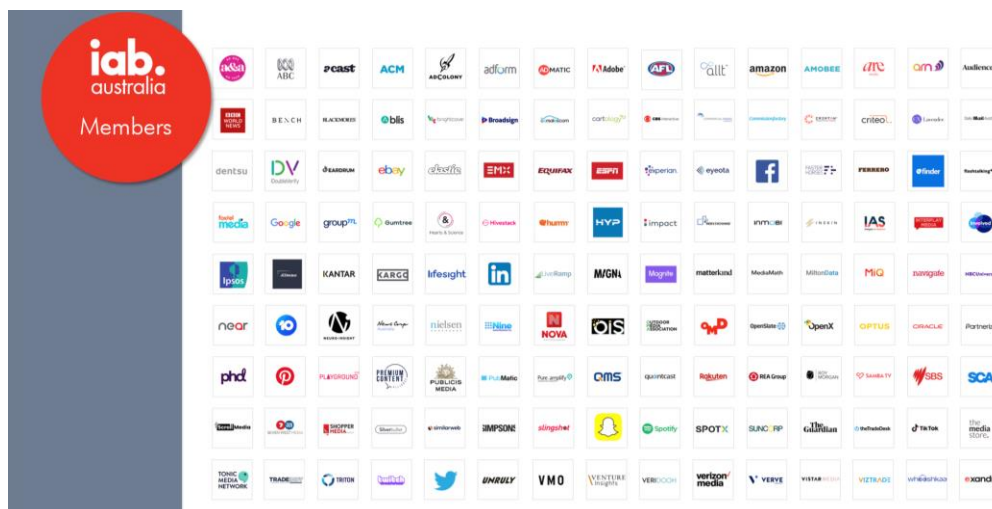
what?

- digital effectiveness
- content & ad measurement (digital & cross media)

- standards & guidelines
- data & data privacy
- digital value chain



Member Organisations of the IAB in Australia:



Interactive Advertising Bureau Australia Ltd
Suite 101, Level 1, Foveaux Street, Surry Hills, NSW 2010, Australia.

iabaustralia.com.au

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ABN 97 145 518 305

The Role:

The Policy and Regulatory Affairs role is a new position that will play a vital role for IAB members and the industry by:

- Reviewing, summarising and communicating key privacy, data, media, ad tech and communications policies that impact our member organisations
- Provide regular briefing documents and presentations to the IAB executive, board and members on key policy issues
- Developing whitepapers and other educational materials for IAB members and the industry
- Representing IAB Australia and the digital advertising industry at meetings and forums with corporate members, other industry associations and regulators
- Working collaboratively with other industry and government bodies to understand the changing landscape as well as identifying cross industry policies and initiatives that help the market operate effectively
- Working with the IAB executive, board and councils to continue to evolve industry best practice and policies
- Working with the IAB Director of Research to develop industry research projects
- Writing thought leadership pieces for trade media

Experience:

5+ years' experience in government, legal and/or policy work

An understanding of privacy and data protection issues and preferably knowledge of global privacy laws

Experience in working with diverse teams and driving consensus across multiple stakeholders with differing positions

Exceptional communications skills

Ability to synthesise legal and technical documents for a broad industry audience

Familiarity with, or willingness to learn digital advertising technical concepts

Working relationships:

- Internal - IAB team and board
- External – IAB members, other industry and regulatory bodies, overseas IAB chapters

Reports to: CEO

Next Steps: If you are interested in this position please email the IAB Australia CEO Gai Le Roy (gai@iabaustralia.com.au) with a copy of your CV or a link to your work history.