



POSITION DETAILS

Position Title:	Media Officer
Reports To:	Head of Community Engagement
Commencement Date:	February 2012
Position Type:	Part-time / 4 days a week – Award classification: level 3
Salary:	Up to 50K annual base salary based on experience (ie pro-rated to 4 days a week = 40K annual base salary)

MAIN PURPOSE OF POSITION

The position is responsible for developing and implementing a media plan for ActionAid Australia aimed at generating increased media coverage of the organisation.

KEY ROLES AND RESPONSIBILITIES

Working under the supervision of the Head of Community Engagement and with the assistance of communications volunteers, the Media Officer will be required to:

Develop a media plan – Working with the Head of Community Engagement and in consultation with relevant stakeholders within ActionAid Australia, the Media Officer will be responsible for developing a 12-month strategic media plan. The plan will outline key steps needed for ActionAid to increase its media coverage in Australia along with a media calendar.

Raise ActionAid's profile among key journalists – The Media Officer will be responsible for fostering relationships with key journalists in Australia – briefing them on ActionAid's work and pitching stories as appropriate. As part of this, the Media Officer will maintain a database of key journalists including contact reports.

Write and pitch media releases – The Media Officer will be responsible for writing regular media releases related to ActionAid's work and campaigns and pitching these stories to selected media outlets. This includes modifying international ActionAid media releases to be suitable for Australia, as well as writing media releases from scratch.

Pitch feature articles and opinion pieces – The Media Officer is responsible for regularly pitching feature articles and opinion pieces to relevant publications.

Update the media and news section of the ActionAid website – The Media Officer will upload all media releases to the ActionAid Australia website and maintain the media section of the website with appropriate contact information, factsheets and bio-information of key spokespeople.

Develop and implement a social media strategy – With the support of the digital and social media manager, the Media Officer will be responsible for developing a strategic social media plan aligned to the media plan. The Media Officer will work together with the Head of Community Engagement to implement that plan.

Arrange media events – The Media Officer will assist the Head of Community Engagement in preparing media events such as media conferences and media briefings as required.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential

- Proven experience in a media relations role for non-profit organisations
- Strong planning and organisational skills
- Ability to work independently as well as in a team
- Excellent written and oral communication skills
- Commitment to ActionAid's mission and vision

- Experience, knowledge and / or deep interest for international development programme work
- Willing to travel

Desirable

- Tertiary degree in a relevant area such as Public Relations or Communications, or similar relevant experience
- Experience developing and implementing a media strategy
- Experience managing volunteers in a non-profit environment