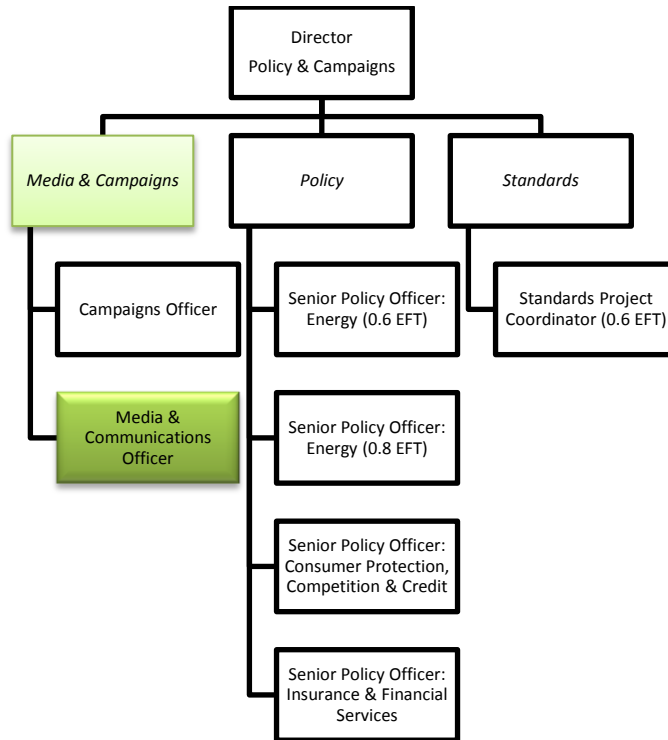


## Position Description

Position	<i>Media and Communications Officer</i>
Reports to (position title)	<i>Director Policy and Campaigns</i>
Purpose:	<i>The Media and Communications Officer is the first point of contact and coordinator of media enquiries directed to the centre, and the primary source of expertise in internal and external communications.</i>
Direct reports:	<i>0</i>
Indirect reports:	<i>0</i>
Scope	<i>Promotion of 3-5 campaigns per annum Up to 3-4 national media releases per month 20-30 items of media commentary per month External newsletters (10 times per year) Internal newsletter (20 times per year) Within Consumer Action, this position works closely with other team members, financial counsellors and solicitors. Externally, this position manages relationships with media outlets and journalists, as well as liaising with other consumer advocacy organizations, community legal centres and financial counselling services to provide media and communications support as needed.</i>

### **POSITION PURPOSE**

The Media and Communications Officer, as a member of the Policy and Campaigns team, identifies, proposes and provides communications analysis, research and strategic advice to further Consumer Action's mission of achieving more equitable outcomes for consumers.



## KEY RESPONSIBILITIES

- Be the first point of contact for media enquiries to Consumer Action, with accountability for co-ordination and direction of media contacts and enquiries;
- Establish and maintain relationships with journalists and reporters with an interest in Consumer Action's services and campaigns;
- Prepare media releases relating to the work of the Centre, including strategic litigation, policy and campaigns work, and distribute these to relevant media contacts and stakeholder networks;
- Contribute to developing team and organizational goals as part of annual and project planning processes;
- Work directly with consumers, including Consumer Action clients, to encourage, coordinate and support their involvement in media activities;
- Work collaboratively with the Policy team to ensure effective coordination of Consumer Action's public messages and positioning, and where appropriate act as a media spokesperson;
- Lead the content management and provide design support for the Consumer Action website, including generating and updating content or sourcing content from other Consumer Action staff;

- Working across all departments, assist in the preparation of written communications, including editing and production of regular internal and external newsletters, and prepare communication products including articles, opinion pieces, reports, rolling campaign briefs and fact sheets.
- Work with the Campaigns Officer to build and manage Consumer Action's social media presence and use these platforms to advance the Centre's goals.
- Provide the Director and CEO with communications and events support for government relations activities and associate advocacy.
- Support the work of other advocacy organizations where this assists us to achieve good outcomes for consumers and builds capacity in the sector by providing specialist media and communications advice and services on a pro bono basis;

### **QUALIFICATIONS, EXPERIENCE AND RELEVANT SKILLS**

- Proven communications skills with a demonstrated commitment to advancing the public interest and social justice;
- Plain English writing – the ability to turn complex judicial and legislative arguments into succinct engaging content;
- An ability to frame campaign messages appropriate to the social and political landscape;
- Demonstrated specialist writing, editing and verbal communication skills;
- Familiarity with Adobe software suite (InDesign) and Wordpress, and basic audio visual production skills, would be an advantage;
- Minimum 2 years' experience in a similar role;
- A tertiary qualification in a relevant discipline, or equivalent demonstrated experience and theoretical knowledge.

### **COMPETENCIES**

- Able to identify media and communications opportunities based on the Centre's casework experience, with a clear understanding of the relationship between client advocacy and systemic advocacy;
- Works effectively with high degree of autonomy and accountability, and can demonstrate flexibility, initiative and creativity, sound time management and ability to deal with competing priorities under pressure;
- Communicates in a clear and interesting way, with an understanding of the target audience and the objectives of the communication, using a range of communications styles and media channels including electronic & social networks.
- Cooperates and works well with others, shows consideration, concern and respect for others' feelings and ideas, accommodates and works well with the different working styles of others, and treats all people with dignity and respect.