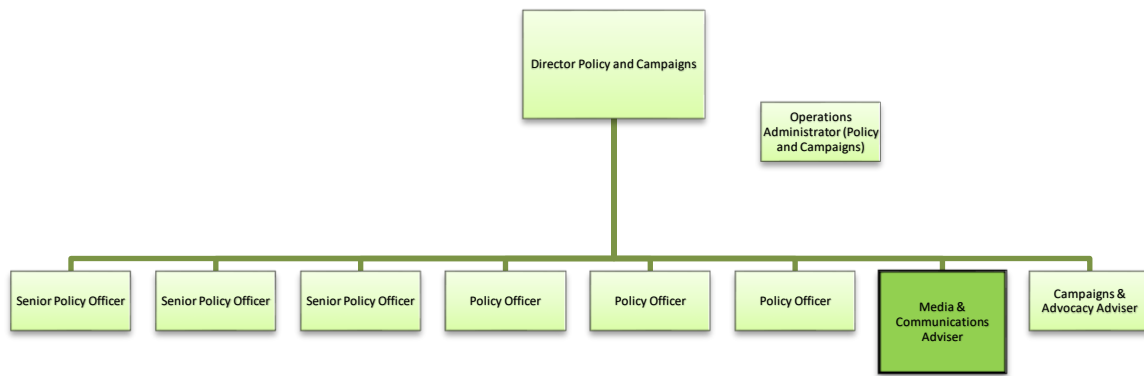


Position Description

Position	<i>Media and Communications Adviser</i>
Reports to (position title)	<i>Director Policy and Campaigns</i>
Purpose:	<i>The Media and Communications Adviser is responsible for delivering strategic media coverage for Consumer Action across print, broadcast, online and social media channels and providing communications support to the organisation to help shape a fairer system and more effective consumer markets.</i>
Direct reports:	<i>0</i>
Indirect reports:	<i>0</i>
Scope	<i>Delivery of 300 media stories per year Coordinate 2-3 press conferences per year Support 5-10 clients to speak with journalists per year Delivery of 10-15 media releases and alerts per year Post 700-750 social media posts per year (Twitter, Facebook and LinkedIn) Provide 1-2 media training sessions for up to 20 staff per year Within Consumer Action, this position works closely with policy and campaigns experts, and other teams including lawyers, financial counsellors and the Service Development and Partnerships team. Externally, this position manages relationships with media outlets and journalists, as well as liaising with other consumer advocacy and community organisations, community legal centres and financial counselling services on joint media activities.</i>

POSITION PURPOSE

The Media and Communications Adviser develops and delivers media strategies and content, co-ordinates media activities, builds effective working relationships with journalists, provides support and training to Consumer Action staff and clients who engage with media and provides strategic communications advice to further Consumer Action's mission of making life easier for people experiencing vulnerability and disadvantage in Australia.



KEY RESPONSIBILITIES

- Is the first point of contact for media enquiries to Consumer Action, with responsibility for co-ordination of proactive and reactive media requests and pitches;
- Manages Consumer Action's social media channels, in close consultation with our Campaigns & Advocacy Adviser;
- Drafts newsletters, media releases, pitches and media alerts relating to the work of the Centre in collaboration with relevant staff and distributes these to relevant media and stakeholder networks;
- Leverages a network of key media contacts at national, state and regional level;
- Articulates consumer law and policy issues succinctly and effectively to journalists to attract coverage and arranges spokespeople, including searching the Consumer Action client database to find appropriate client case studies;
- Establishes and maintains relationships with journalists and reporters to position Consumer Action as a trusted expert on consumer issues affecting vulnerable and disadvantaged people;
- Supports the CEO and Policy and Campaigns team to ensure Consumer Action's public messages, including media comment, aligns with our agreed policy positions and campaign priorities, and where appropriate acts as a media spokesperson;
- Develops and maintains media monitoring tools, and lists of spokespeople and media contacts; Contributes to the development and implementation of media strategies for Consumer Action activities, including report launches, strategic litigation and events.
- Works directly with Consumer Action staff and clients to encourage, coordinate and support their involvement in media activities and enhance their media skills, including writing talking points, delivering media training and attending interviews where necessary;
- Provides the Director and CEO with communications advice;
- Supports the media work of other advocacy organisations where this assists us to achieve good outcomes for consumers and builds capacity in the sector;
- Measures and reports media outcomes and impact;
- Contributes to developing team and organisational goals as part of annual and project planning processes.

QUALIFICATIONS, EXPERIENCE AND RELEVANT SKILLS

- Proven written and verbal communications skills with a demonstrated commitment to advancing the public interest and social justice, supported by a minimum of 2 years' experience in a similar role;
- The ability to understand complex consumer law and policy issues and turn these into succinct engaging content;
- Experience handling significant volumes of proactive and reactive media requests, and coordinating spokespeople;
- Demonstrated ability to frame campaign messages appropriate to the current social and political environment at a national and state level;
- Understanding of the consumer and financial services media landscape, would be an advantage;
- Experience in developing and implementing media strategies and press conferences;
- Strong computer skills and experience in creative content production across a variety of media: familiarity with Adobe software suite (InDesign) and Wordpress, and basic audio visual production skills, would be an advantage;
- A tertiary qualification in a relevant discipline, or equivalent demonstrated experience and theoretical knowledge;
- Demonstrated advanced skills and experience in communicating about, advocating for and working directly with people experiencing vulnerability and disadvantage in the media;

COMPETENCIES

- Strategic thinking: able to identify media and communications opportunities based on the Centre's casework and engagement 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;
- Collaborates 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.