

Australian Council of Social Service

Position Description

Title of Position	Senior Media Advisor
Term	Permanent
Responsible to	Director of Communications and Engagement
Link to Strategic Plan	Whole of plan
Hours of work	Full time, Monday-Friday, 36.75 hours per week <i>This role requires on call and out of hours work, which would be remunerated in accordance with the Media Allowance clause in the ACOSS EBA.</i>
Location	Sydney

1. Organisational Overview

The Australian Council of Social Service is a national advocate for people affected by poverty, disadvantage and inequality, and the peak body for community services nationally.

2. Position Overview

The Senior Media Advisor plays a central role in positioning ACOSS and issues affecting people on the lowest incomes, front and center in the media and public debate.

Reporting to the Director of Communications and Engagement and working closely with the CEO, the Senior Media Advisor is responsible for providing expert media advice and leading the implementation of ACOSS's media strategy.

The role manages important relationships with media outlets, ACOSS members and people directly affected by poverty and inequality.

3. Key Responsibilities

- Play a leading role in redeveloping and implementing ACOSS' media strategy, including monitoring the media, setting goals and reporting against them.
- Play a significant role in expanding and implementing ACOSS's Enable and Amplify model. You will ensure that people who are directly affected by poverty and inequality are front-and-centre in media discussion and coverage of the issues that affect them.
- Maintain a broad network of relationships with journalists and other members of the media.
- Provide high level media advice to senior leaders and policy advisors.
- Be responsible for the delivery of high level major and complex media campaigns including strategy and planning, messaging, briefing, content creation, coordination, delivery, and outcomes monitoring and evaluation.
- Undertake duties as directed within the scope of this role and be prepared to backfill other roles as required.
- Contribute to the management and organisational development of ACOSS.
- Supervise staff, volunteers and students as reasonably required.

4. Duties

Day-to-Day, in the role you will:

- Monitor the news cycle, identify opportunities and risks, and recommend ways to respond. Provide a daily media summary to all staff and members.
- Act as the first point of contact for Media. You will both respond to, and proactively engage with media outlets including pitching stories, drafting content, media releases, responses, and opinion pieces.
- Work closely with the Director Communications and Engagement and the Digital Communications Officer, to develop and pitch strategic media related content on social media channels.
- Provide media advice and support to people directly affected by poverty and inequality so that they can share their story in the media and advocate for the solutions that will affect them.
- Provide high level strategic media advice, training, coaching and briefings to the CEO, and senior team including ensuring key staff are briefed on media developments.
- Working closely with members of the Communications and Engagement and Policy and Advocacy Teams, shape complex advocacy research and ideas into clear, media-friendly content.
- Build talking sheets, key lines, facts and stats and messaging guides across ACOSS’s suite of policy areas.
- With the Director, Communications and Engagement, coordinate media consultancy services.
- Work with ACOSS members to increase the collective impact of media work from the community services sector, including by developing and managing networks and relationships with members and stakeholders, and collaborating on media stories and campaigns.
- Coordinate a roster and be available for out-of-hours work to respond to media enquiries.

5. Organisational and Human Relationships

Reports to:	Director of Communications
Team:	Communications and Engagement Team (Senior Campaigner, Community Organiser and Engagement Officer, Marketing and Events Manager and Digital Communications Officer)
Works closely with:	CEO, Deputy CEO, Policy and Advocacy Team

6. Selection Criteria

Essential

- Demonstrated commitment to reducing poverty and inequality and treating all people with dignity and respect.
- Highly developed and in-depth knowledge of media landscape.
- Strong networks across major newsrooms and demonstrable experience in pitching stories to a wide range of media.
- Strong judgement, informed by a sound knowledge of government and political processes, to provide expert media advice and determine how best to respond to media enquiries, and proactive and reactive opportunities, including shaping an appropriate organisational response.
- Excellent verbal, written and digital communication skills and the ability to influence and guide your colleagues to speak and write in a clear, persuasive and effective way, suitable for media and public engagement.
- Capacity to collaborate with a diverse range of stakeholders from governments, business and peak organisations to people directly affected by poverty and inequality and local community organisations.
- Demonstrated ability to operate effectively in a reactive environment and balancing unanticipated and planned work activities. You can develop and adapt strategy in a rapidly changing external policy and political environment.
- A willingness to chip in and do whatever is needed; from writing a media release or tweet to developing messaging and maintaining media relationships.

Desirable

- Firsthand experience of living on income support or experience of working with people receiving income support.
- Relevant qualifications in media, journalism, or public relations.