JOB ADVERTISEMENT - MEDIA ADVISOR

Employment Type: Full time
Maximum term contract role to 31 December 2021
Location: Melbourne CBD

- Ambitious not for profit organisation, helping break the cycle of educational disadvantage
- Flexible work practices, including the option to work from home
- Allowance and time off work for professional development

About the Position

We’re looking for a media expert to lead Teach for Australia’s (TFA) media strategy. You will be instrumental in building TFA’s profile among key stakeholder groups, utilising Public Relations and Media strategies. You will be responsible for conveying the organisation’s stories of impact to a wide audience and will work closely with senior leaders to provide guidance on media representation.

About Us

Teach For Australia believes in educational equity – an Australia where your postcode does not determine your future potential. The Marketing & Communications team promotes and protects Teach For Australia’s brand and improves awareness and understanding of Teach For Australia (TFA) and the issue of educational disadvantage among key stakeholders, leading to action that supports the achievement of organisation goals and progress towards our vision.

About You

- Passionate about telling stories.
- Exceptional at writing press releases, copywriting and pitching stories
- Extensive experience with media engagement and public relations
- Experience in developing communication strategies
- Are adaptable to working in changing, fast-paced environments
- Aligned with our Core Values

How to Apply

For an opportunity to take your place in this life-changing organisation:

1. Apply here, by 11:59pm on Sunday 15 March 2020, and
2. Email your CV to jobs@teachforaustralia.org, with the subject line ‘Application: Media Advisor” (ensure your CV is clearly labelled with your full name.)

Please note that shortlisting will occur on a rolling basis.

Enquiries can be directed to jobs@teachforaustralia.org.

Teach For Australia values diversity, and encourages applicants of all backgrounds to apply.
Please note that you must have the appropriate right to work in Australia in order to be eligible for this role.
For more information about Teach For Australia and its impact on educational disadvantage, please visit https://www.teachforaustralia.org/.
JOB DESCRIPTION

Role Title: Media Advisor
Function: Marketing and Communications
Reports To: Director, Strategic Engagement and Communications

Financial Accountability: $NIL
People Management: 0

Role Purpose
To strategically formulate TFA’s media and external communications and execute positive public relations such that TFA’s brand awareness and public/education sector opinion grows.

Qualifications and Experience

Essential

- A bachelor degree in a relevant discipline, ideally communications or journalism
- 7-10 years of experience in relevant roles
- Extensive experience with media engagement and public relations and developing communication strategies

Desirable

- Experience in making political judgements around messaging, in fast pace environments
- A post graduate qualification in a relevant discipline
- Experience in the non-profit sector

Skills, Attributes and Knowledge

Essential

- Excellent written and verbal communication skills
- Strong knowledge of communication practices and techniques
- Ability to liaise at all levels inside and outside the organisation
- Adaptability to changing environment and work loads
- Ability to act on initiative
- Political communication acumen
- Passion for writing press releases, copywriting and pitching stories
- Organised, with the ability to multitask and work well under pressure
- Highly proactive and able to deliver output in fast-paced environment
- Has great attention to detail
Key Accountabilities

Media

- Managing any editor and journalist relations including building networks with Australian and international traditional and on-line press, preparation of organisation announcements, press releases and other promotional media
- Providing the CEO and other executives of the organisation with coaching and guidance on managing and presenting to the media
- Formulate TFA media and advocacy strategies that support the political environment and speak to multi stakeholders in different jurisdictions
- Support the execution of the strategies through proactive advice on media and CEO engagement opportunities that will further drive TFA’s positioning and value
- Develop and implement a strategy to raise the profile of the CEO, through targeted communication opportunities and events
- Create engaging and interesting stories and opinion pieces
- Manage media issues and risks, in consultation with the Director and Executive Leadership Team
- Prepare detailed media activity reports
- Acting as the organisation's spokesperson where necessary
- Working with Senior Management to build and implement public relations solutions in line with business strategy
- Interfacing with the press, organisations, donors, prospective applicants, Associates and Alumni and other groups influencing public opinion in order to convey the organisation’s message.
- Establishing and maintaining relationships with media, answering media inquiries and conducting proactive media outreach
- Managing the editorial calendar to maximise media coverage and develop proactive ideas for media outreach
- Coordinating the writing, distributing and pitching of press releases.

Strategic Communication Development and Content Creation

- Implement effective communication strategies that build our brand, communicate our value and our theory of change to support community engagement, recruitment growth and funding needs and target our diverse stakeholder groups
- Copywriting/editing for brand, media, digital communications, publications and campaign marketing as well as broader organisation needs
- Respond to communication-related issues in a timely manner
- Source, interview and write up TFA stories for publication in all channels, including public relations (specifically print, radio and television/online)

Distributed services enabling the organisation

- Providing counsel to senior management regarding media and advocacy opportunities in line with our bi-partisan values and sustainability needs
- Provide counsel around all marketing and communications strategies including the governance of key messages and storytelling
- Management of relationship with pro bono media engagement supplier
- Operating as an internal service provider for other functions as regards all media and communication activity, including for occasional key events (as negotiated)
Our Values

**Empowering greatness**
We see great possibilities and strive to bring them to life. We seek to lead by example and are agents for change in ourselves, in students and in our society. We create empowering learning environments that enable others to excel.

**Collaboration**
We strive to build effective, professional relationships within and across sectors. We have a collaborative mindset that opens us to the opportunities and expertise available through partnerships. We work together - within the organisation, with Associates and with partners, to achieve the individual and systemic changes we seek.

**Innovation**
We bring energy and creativity to everything we do. We are excited by new ideas and look for new ways to do things that will bring us closer to achieving our goals. We embrace the opportunity to operate outside our comfort zone as a chance to grow and innovate.

**Outcome driven**
We are inspired by ambitious goals and pursue them with determination. We use fact-based data to think critically about problems and solutions. We take personal responsibility for delivering meaningful, measurable impact within timeframes that are challenging and motivating.

**Humility and learning**
We respect and seek to learn from the communities we serve and the people with whom we work. We recognise the limits of our own experience, ask questions and seek diverse perspectives to inform our views. We work with curiosity and resourcefulness, engage in honest self-reflection and look for ways to continuously improve.

**Resilience**
We are resilient when faced with obstacles and undaunted by the scale of the change we seek. We rise to the challenge and never forget why we do what we do.