

JOB ADVERTISEMENT

MEDIA AND EXTERNAL AFFAIRS MANAGER

Employment Type: Full-time

Location: National

Teach For Australia would like to acknowledge the many Traditional Custodians of the lands throughout Australia. We pay our respects to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and hopes of Australia's first peoples.

- Opportunity to work with an engaged community of educators - working to **close the education gap**
- **Flexible work practices**, including the option to work from home
- Allowance and time off work for **professional development**
- Join us in our commitment and vision for [Reconciliation](#), in a space where we learn and grow together

About the Position

This role takes on senior managerial responsibilities for delivery of impactful, high-quality representation of Teach for Australia to external stakeholders and media audiences.

Please note:

- This role has flexibility to be remote so candidates from other locations in Australia will be considered.

About Teach For Australia

Our vision is an Australia where education gives every child, regardless of background, greater choice for their future. The mission is to grow a community of leaders committed to equity for children and young people, by recruiting and developing exceptional people to teach and lead across Australian schools

About You

Essential

- Develop and implement TFA media strategies
- Lead media engagement
- Support and grow media capability and capacity across TFA functions
- Coordinate with and support Government Relations workstream
- Identify, mitigate and manage Reputation/Brand risks
- Identify and deliver external engagement opportunities

Teach For Australia encourages applicants of all backgrounds to apply.

How to Apply

For an opportunity to take your place in this life-changing organisation please [Apply here](#), by 12pm Sunday, 8 October 2023.

All enquiries can be directed to jobs@teachforaustralia.org. Please note that you must have the appropriate right to work in Australia in order to be eligible for this role. Successful candidates will be required to undertake a National Police Clearance, and obtain a valid Working With Children Check. For more information about Teach For Australia and its impact on educational disadvantage, please visit <https://teachforaustralia.org/>.

Job Description

- Role Title:** Media and External Affairs Manager
- Function:** Government & Media
- Reports To:** Director, Government Relations and Media

Role Purpose

This role takes on senior managerial responsibilities for delivery of impactful, high-quality representation of Teach for Australia to external stakeholders and media audiences.

It includes management of the media functions for TFA, including identifying media opportunities and handling media issues, and providing strategic advice and assistance that grows the media capability and capacity of the organisation.

It includes representing TFA to external stakeholders within the Government Relations and External Affairs remit, and provision of strategic external engagement advice and assistance to functions across TFA.

The role requires leading the media strategy and management of relationship/coordination of work with Media Advisor within the Marketing Team; alignment to strategy and activity with the Government Relations and Media function; and coordination and leadership.

Media key responsibilities

Develop and implement TFA media strategies

- Annual Strategy, in line with TFA's Organisation Strategy and Priorities, in collaboration with Marketing & Recruitment's Media Advisor
- Event/Activity/Issue-based media strategy as required
- Working closely with all internal stakeholders to ensure their support for central media strategy and reciprocal support for locally driven opportunities.
- Ensuring media activities align to TFA Brand and Content Strategies, working closely with the Marketing and Recruitment function's Content & Social Media Manager and Senior Lead's.

Lead media engagement

- Identify and develop media opportunities that advance TFA's strategic and government relations objectives (e.g. from TFA's Programs, Alumni, Philanthropy and Partnerships, MEAL workstreams) including:
 - Proactive liaison with journalists and newsrooms.
 - Manage reactive media issues and media crisis events.
 - Identify media opportunities for TFA in relevant external events, partnerships and public policy discourse.
- Coordinate strategic media advice and leverage media opportunities for CEO, Board, Executive Leadership Team and other functions to contribute to TFA's media activities.
- TFA spokesperson when required.



Support and grow media capability and capacity across TFA functions

- Lead initiatives that support and build media competency for CEO, Executive Leadership Team and key organisation spokespeople.
- Support Media Advisor to:
- administer clear and inclusive media processes that encourage organisation-wide participation.
- provide quarterly output and impact reports to demonstrate media value.

Coordinate relationship with Media Advisor in Marketing & Recruitment

- Provide leadership and workflow direction, in line with function and strategy needs.

External Affairs responsibilities

Developing, delivering and supporting best-practice, effective External Engagement strategy and procedures that serve TFA's needs and interests

- Aligned to TFA's operational priorities, develop and implement strategic communications and public affairs programs that advance TFA's Strategy, Mission and Vision.
- Develop and oversee best practice in baseline external engagement standards, methods and operational procedures for the Government Relation and Philanthropy functions.
- Demonstrate and encourage best practice in external engagement across the organisation.
- Provide advice and assistance on external engagements, major events and public-facing activities to the CEO, Board, Executive Leadership Team and across the organisation as required.

Coordinate with and support Government Relations workstream

- As agree with Director, take accountability for relevant stakeholders within the Government Relations portfolio, eg. Federal, State/Territory government engagement, Opposition, Departments, Agency/Authority.
- Engagement and communications strategy that support Government Relations goals and priorities.
- Oversee development of high quality assets (including but not limited to case studies, submissions, issue briefs, relevant research/analysis synopsis) to aid Government lobbying and engagement.

Identify, mitigate and manage Reputation/Brand risks

- Direct TFA crisis communications, including preparedness plans and spokesperson readiness.
- Provide CEO, ELT and Board, and other functions as required, with reputation risk assessments, anticipating and identifying issues (from TFA activity or external factors) that may be controversial with external stakeholders and/or the media and potential brand/reputation risks for TFA.
- Provide strategic advice and manage controversial and high-profile issues to protect TFA brand and reputation.

Identify and deliver external engagement opportunities

- Which support TFA's Organisation Strategy, enhance TFA Brand, and sustain and build TFA supporter base, and which advocate for the students, teachers and schools TFA works to support:
 - Lead exploratory work for TFA policy development platform
 - Identify and oversight public submission opportunities
 - Represent TFA at stakeholder meetings and events



Our Values

Serve the Students

Everyone at TFA works in service of our vision for children and young people: an Australia where education gives every child, regardless of background, greater choice for their future. Our partnerships – with teachers and leaders in schools and across communities, organisations and systems – is in service of making their future fairer and brighter.

Have High Expectations

Having high expectations – for ourselves, of others, and of what should be possible for students – is essential. The students we serve deserve no less. This does not mean setting unrealistic expectations that cannot be met, however this does mean having a sense of possibility and being motivated by a bold ambition.

Make It Happen

To best serve students and their futures, we know there is a lot of work to be done. Not all of it will be straightforward. We act with deliberate intent. 'Hope is not a strategy'; we use data, creativity and the wisdom of experience to plan then execute. Our work is a marathon not a sprint, so we pace ourselves, working hard and smart.

Get There Together

We have a big vision and mission. We can't – and won't – achieve it on our own. Authentic, mutually reciprocal relationships come first. We know that relationships – with students, colleagues, the TFA community, and countless others involved in this work – underpin everything else. Through trusting relationships, we can harness the power of collaboration and foster a collective sense of belonging.

Celebrate Along the Way

We find joy and possibility in the big vision of what could be. We celebrate the strength and uniqueness of every student, and those who work in service of them. To sustain ourselves, we strive to laugh often and celebrate the small wins along the way. We believe in acknowledging contributions, recognising how far we have come by leveraging our strengths, and working with gratitude, humour and a bit of fun to keep us motivated for the journey ahead.

