

<b>Position Title</b>	Media Lead
<b>Location</b>	Remote working, Australia
<b>Reports to</b>	General Manager
<b>Directly Supervising</b>	NA
<b>Commitment</b>	Part time 0.8 FTE (hours negotiable) Fixed term contract or permanent position

<b>Position Purpose and Context</b>	
<b>Organisational Overview</b>	<p>Founded in 2018, Doctors For Nutrition (DFN) is a small independent health-promotion charity with big plans to equip healthcare practitioners, institutions and the general public with evidence-based information and education on optimum human nutrition.</p> <p>With medical and dietetic practitioner ambassadors across Australia, New Zealand and globally, our mission is to inspire the healthcare sector, policy makers and society at large to adopt whole food plant-based nutrition as a powerful tool in disease prevention and care.</p> <p>Our ultimate vision is a society and healthcare system that embraces evidence-based nutrition solutions to help people optimise their health and quality of life.</p>
<b>Position Purpose</b>	<p>Playing a major role in advancing DFN's mission by elevating DFN's profile and advocacy activities within the media, the Media Lead is responsible for the running of DFN's social media platforms, the preparation of media releases, managing media partnerships and generating DFN media coverage.</p> <p>As a dynamic and evolving charity, sometimes stepping outside of the scope of what is covered in this Position Description may be required.</p>
<b>Primary Responsibilities</b>	<ul style="list-style-type: none"> <li>● Develop and implement a media and PR strategy in line with DFN's Communications Strategy, including developing an action plan with clear objectives and KPIs.</li> <li>● Keep abreast of DFN's strategic activities and key messages, as well as emerging health issues and current affairs, to proactively identify and produce a variety of media and PR stories for DFN in line with the Media &amp; PR strategy and action plan.</li> <li>● Prepare DFN media releases and seek uptake within the media.</li> <li>● Manage DFN's social media platforms, including posting, monitoring comments and replying to messages across Facebook, Instagram, YouTube, Twitter and LinkedIn.</li> </ul>

	<ul style="list-style-type: none"> <li>● Establish and maintain relationships with relevant media and PR stakeholders, including DFN media partners.</li> <li>● Seek media coverage in relation to DFN events and projects.</li> <li>● Report on media and PR activities and impacts on a quarterly basis or as required.</li> <li>● Maintain DFN databases of media outlets, journalists and other related contacts.</li> <li>● Manage and respond to queries received via the <a href="mailto:media@doctorsfornutrition.org">media@doctorsfornutrition.org</a> inbox.</li> <li>● Prepare briefing notes and deliver training for DFN's staff, Advisory Council and others as required in relation to media activities.</li> <li>● Support other communication activities as required.</li> </ul>
<p><b>Skills &amp; Experience</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>● An understanding of whole food plant-based nutrition and dedication to the vision, mission and values of Doctors For Nutrition.</li> <li>● Exceptional creative and strategic writing skills with an ability to produce persuasive, engaging and visually compelling content.</li> <li>● Extensive experience in managing social media platforms across Facebook, Instagram, Twitter, YouTube and LinkedIn.</li> <li>● Experience writing and pitching media releases and statements.</li> <li>● Excellent interpersonal and verbal and written communication skills, including the ability to speak with presence, influence and empathy as required.</li> <li>● High levels of creativity, initiative and innovative thinking.</li> <li>● Excellent organisational and time-management skills with the ability to manage multiple projects and produce high quality work to a tight deadline.</li> <li>● Demonstrated ability to establish and maintain strong relationships with a variety of stakeholders.</li> <li>● Ability to work both autonomously and collaboratively with other team members.</li> <li>● Ability to be flexible and dynamic in a changing and fast-paced environment.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>● Experience in media and PR within the healthcare or not-for-profit sector.</li> <li>● Qualifications in media, public relations, communications or related field.</li> </ul>

<b>Organisational Values</b>	<p><b>Impact through evidence</b> We are goal-oriented, strategic and evidence-based in our efforts to elevate the application of nutrition in healthcare.</p> <p><b>Tenacity</b> We are tenacious and bold as we seek opportunities to equip individuals, practitioners and policy-makers with transformative nutritional knowledge.</p> <p><b>Compassion</b> Kindness and respect are at the core of what we do: we seek to reduce suffering, care for those who are the least privileged, and empower people without judgement.</p> <p><b>Accountability</b> We are committed to integrity, professionalism and openness, to continually grow our reputation as a trusted authority on nutrition in healthcare.</p> <p><b>Collaboration</b> We create connections and build networks across a wide range of stakeholders to advance our mission.</p>
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