

Position Description

Manager, Media and Communications

| | |
|-----------------|--|
| Reports to: | Chief Executive Officer |
| Direct reports: | Graphic and Web Designer, Coordinator <i>Australian Journal of Rural Health</i> and Projects |
| Date: | September 2020 |

Position purpose

The National Rural Health Alliance – Australia’s peak non-government organisation for rural and remote health – is seeking a Manager, Media and Communications to manage the Alliance’s media and communication activities.

The position will be the first point of contact for media. A key aspect of the role includes responding to media enquiries and assisting the Chief Executive Officer in managing public relations tasks relating to rural and remote health. You will work with others to write and edit plain-speaking material for a variety of audiences and platforms while ensuring the Alliance’s website and publications are of a consistently high standard.

The Manager, Media and Communications will work closely with the Chief Executive Officer and staff to promote the strategic direction of the Alliance to media, Member Bodies and a range of key stakeholders in an inclusive and professional manner.

You will have a good understanding of rural health issues and government processes.

Position responsibilities

Media

- Work with the CEO and the Policy and Events teams to build the Alliance’s influence by creating media opportunities and generating positive media coverage.
- Be the first point of contact for all media inquiries, including after hours and on the weekends.
- Advise on, write and edit media releases, news pieces and other digital media material and pitch these materials to appropriate media outlets.
- Develop and/or build on effective relationships with key TV, radio, and print journalists, government media advisers; and media staff of Alliance members and key stakeholders.

Communications strategy

- Assist with the development of policy, advocacy, and campaign strategies.
- Advise and collaborate with relevant staff on media and public relations engagement strategies to maximise effective communications.
- Evaluate and report on the effectiveness of communication activities, including in the context of the Alliance’s Communications Plan 2020-22.
- Keep abreast of communications developments that are of relevance to the Alliance.

Online communications

- Manage the Alliance's website, including creating and sourcing content, in consultation with relevant staff.
- Manage the Alliance's social media presence, including creating and sourcing content, in consultation with relevant staff.

Publications

- Manage the publication of the Alliance's quarterly newsletter, *Partyline*, including sourcing external articles and creating in-house content.
- Manage the publication of the Alliance's monthly email newsletter (*The Bushwire*), and the monthly report to Members (*Inside Word*).
- Assist in preparing other Alliance publications, such as factsheets, reports and submissions, by providing editing support and strategic advice.

Other

- Undertake administrative tasks as required in a small team.
- Perform other duties as directed and necessary to the proper performance of the role.

Selection Criteria

Essential:

1. High-level writing skills including writing/editing copy, in plain English for a range of audiences, that promotes the strategic direction of a small not-for-profit organisation.
2. High-level interpersonal and oral communication skills with proven ability to work as a member of a small team, as well as with the media, government and other external organisations and stakeholders.
3. Demonstrated experience and success in implementing communications programs and providing advice and support to a broad range of stakeholder groups.
4. Knowledge and understanding of policies and issues relevant to rural and remote health in Australia.
5. Strong digital, broadcast and print media skills including a contemporary knowledge and experience in the effective use of social media.
6. Demonstrated ability to work flexibly, independently and within a team environment, to plan and prioritise work flow to meet deadlines and deliver high quality outcomes.

Desirable:

1. Relevant tertiary qualifications.
2. Highly developed computer skills, including proficiency using Microsoft Office, Outlook, web browsers, and current and emerging social media platforms.