Media Officer

Work Unit	Marketing & Communications
Classification Level	3
Employment type	Full Time, Continuing
Work location	Melbourne office
Reporting line	Media Manager
Supervisory Responsibilities	Nil
Date document created or updated	20/10/2020

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Position purpose

The Media Officer supports the planning, coordination and execution of media and public relations initiatives for the Alcohol and Drug Foundation (ADF).

Key outcomes for this position include:

- Raising awareness of the Alcohol and Drug Foundation, its programs and advocacy messages through targeted media and brand positioning
- Successfully developing and pitching stories and preparing spokespeople for interviews

Organisational context

Celebrating more than 60 years of service to the community, the Alcohol and Drug Foundation, formerly the Australian Drug Foundation, is Australia's leading body committed to preventing alcohol and other drug problems in communities around the nation. Our aim is to create an Australian culture that supports people to live healthy, safe and satisfying lives, unaffected by drug and alcohol problems.

The ADF's work reaches millions of people in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities. The Alcohol Drug Foundation is proudly independent and not-for-profit.
For further information, please go to our website: http://www.adf.org.au/

Key Relationships

Internal Relationships

- Head of Marketing & Communications
- Media Manager
- Marketing team
- Communications team
- Advocacy team
- Evidence and Innovation team
- Program Delivery team

External Relationships

- Key media contacts across print, television, radio and online
- Alcohol and other drug sector organisations
- Community leaders and ADF program participants

Responsibilities

- Working collaboratively across the organisation to support the planning and delivery of proactive and reactive media, in line with the organisation's strategic and advocacy strategies
- Proactively identify opportunities to harness channels across media to promote Alcohol and Drug Foundation activities and enhance reputation of the organisation, including provision of media preparation for spokespeople
- Actively and effectively manage relationships with key stakeholders, including journalists
- Provide regular campaign, media and other reports to the Media Manager
- Working with the broader Marketing & Communications team around integrated campaigns
- Contribute to the full Marketing & Communications team as a creative, collaborative team member

Capacity Profile

Education

- Relevant tertiary qualification in public relations, communications or media is essential

Skills and Knowledge: Essential

- Demonstrated experience and skills in supporting the planning and delivery of effective media liaison and engagement, to enhance brand profile and increase awareness of cause
- Outstanding verbal, written and presentation skills for a broad range of audiences and media
- Ability to draft, edit, pitch and appropriately time new press releases, feature stories and media proposals relating to ADF services, drug and alcohol issues, and other core ADF programs/ activities
- High attention to detail, including strong proof reading and fact checking skills
- High-level organisational skills within an office environment, including the ability to work effectively across multiple projects at the same time

Skills and Knowledge: Desirable

- Experience in, or informed understanding of, the not-for-profit environment
- Knowledge of issues and impacts of alcohol and drugs in the community or regional sport

Key competencies

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- *Quality and compliance focus:* Performs duties in a consistent and reliable manner. Demonstrates attention to detail and standards of excellence. Committed to the achievement and maintenance of quality.
- *Judgement and Decision Making:* Makes rational, realistic and sound decisions. Considers all facts and alternatives available. Looks for causes, not just symptoms, and selects appropriate courses of action to solve problems.
- *Influence and negotiation:* Persuades, convinces, and negotiates to gain acceptance of ideas and/or courses of action.
- *Building and maintaining relationships:* Able to establish and maintain relationships with people at all levels. Values and protects effective relationships with employees, customers, and suppliers, as appropriate. Builds harmonious and positive alliances with relevant professional contacts.
- *Communication:* Establishes open communication channels. Able to express own ideas and opinions in an appropriate manner. Receptive to others' communications.
- *Strategic perspective*: Takes a long view and thinks on a broad canvas. Helps to chart the long-term course of the business by evaluating key options, capabilities, risks and opportunities. Establishes and implements operational plans aligned with the strategic vision
- *Drive and Initiative:* Enthusiastic and committed. Demonstrates capacity for sustained effort and hard work over long time periods. Highly motivated to achieve goals. Pro-active and self-starting. Seizes opportunities and acts upon them. Originates / takes action so as organisational goals can be met.
- *Conscientiousness:* Reliable and diligent. Can be counted on to deliver on expectations and to carry out tasks in a proper and thorough manner.