

POSITION DESCRIPTION MEDIA & DIGITAL COMMUNICATIONS LEAD

CONTEXT

The Australia Palestine Advocacy Network (APAN) is a national network of both organisations and the many thousands of individual Australians who seek justice freedom and equality for Palestinians. APAN works to bring a greater understanding of the realities of the human rights abuses perpetrated against Palestinians and advocates for the Australian government to adopt policies that will support Palestinian rights to live in dignity, justice, and freedom. APAN supports grassroots advocacy and campaigns; advocates directly to Government and in the media.

APAN is a membership based organisation, governed by an elected Executive, and has many volunteers. APAN has two other paid staff, an Executive Officer, and a Community Organising and Advocacy Lead.

Role

The Media & Digital Communications Lead is responsible for development and implementation of key messaging for APAN's campaigns and activities. The role will establish media relationships, develop media releases and other forms of communications in the public arena. The role, working with other staff and volunteers is responsible for APAN's digital communications with supporters, members and the public via email, social media and our website. This role works closely with others in the APAN staff team and APAN Executive and its subcommittees to progress the organisation's objectives.

Reporting

The Media & Digital Communications Lead reports to the APAN Executive staffing subcommittee. The role will work closely with the APAN Executive media, messaging and social media subcommittee on strategy development, overarching messaging and sign off of media releases.

Hours & conditions

The Media & Digital Communications Lead is employed 24 hours per week, which at times requires after hours and weekend work. The role is employed under the conditions of the *Social, Community, Home Care and Disability Services Industry Award 2010, Community Development Worker*.

KEY RESPONSIBILITIES

The position over any one year works across the following areas. Given the nature of the position and the hours, not all areas of work will be active at the same time with significant parts of the work being project orientated.

Lead Digital Communications

- Responsible for communicating with APAN supporters and members through email and social media platforms.
- Develop and implement digital communications strategies for fundraising events and membership drives – working with the relevant staff and APAN Executive subcommittees to do this.
- Manage content development across social media platforms and the organisation's website and implement strategies to continuously improve and update communications in these areas.
- Develop & support volunteer and Palestinian youth engagement in the management and content creation of APAN's social media and website.
- Create and distribute the weekly newsletter (Palnews) to go to politicians as well as journalists, members and others.
- Develop digital communications including the use of digital tools – from videos to infographics - to highlight special events and initiatives led by the organisation, and that support the organisation's wider work, fundraising efforts and membership drives.
- Work with APAN supporters to increase their own skills and confidence in digital communications, including offering training.
- Maintaining strong database systems to enable personalisation of email communications.
- Evaluate and report on the performance of APAN's digital communications and website and make recommendations for improvements.

Lead campaign, fundraising and membership communications

- Lead APAN's messaging and framing, in collaboration with the APAN Executive and other staff.
- Work with the Executive Officer to develop and then implement a communications strategy for all major campaigns including a timely and effective response to key developments and moments. This will involve engagement in the development of a campaign strategy (with other staff and APAN Executive political subcommittee) and implementation of the communications aspects of the strategy including media & social media.
- Lead communications in key internal campaigns, such as membership drives and fundraising campaigns.
- Gather and analyse data on our communications and contribute to the evaluations of our campaigns, fundraising and membership drives.

Media

- Develop and deliver media strategies for priority campaigns and activities.
- Pitch to journalists, produce and disseminate media releases, messaging, Q&As and briefings.
- Coordinate interviews and help prepare spokespeople.
- Work with the Executive Officer and relevant Executive members to source compelling opinion pieces to be published.
- Develop relationships with key journalists and media organisations, including regular outreach to journalists, media executives and others in Canberra and other major capital cities.
- Provide opportunities for training and support to APAN's volunteer press responders group.
- Support the Palestine movement's overall skill development in engaging with media, including training for spokespeople and reaching out to media and development of training resources.
- Maintain APAN's internal media database and consider ways to support further proactive engagement with media.
- Evaluate and report on the performance of APAN's media strategies

THE POSITION WILL ALSO HAVE A ROLE TO PLAY IN:

Membership and Fundraising

- Work with the Executive Officer and APAN Executive to implement fundraising strategies and activities, as required.
- Work with the Community Organising and Advocacy Lead to grow the membership base of APAN and lead on the communications aspects of membership drives.

Other duties as required

SKILLS AND EXPERIENCE

Professional skills:

- Demonstrated experience in communications.
- Experience dealing with or working in the media.
- Familiarity with the Australian media and political landscape.
- An understanding and engagement in political campaigning – campaigning aimed at bringing about social or political change.
- Solid understanding of Palestinian human rights issues.
- Excellent messaging skills and understanding of campaign messaging best practice.
- Meticulous attention to detail and demonstrated editing and proofreading ability.

- Capacity to research and comprehend complex issues.
- Skills and experience in website management (Wordpress preferred) as well as social media and online tools.
- An eye for visuals and graphic design, with skills and experience in this area preferred.

Personal skills:

- Highly developed written and oral communication skills.
- Excellent interpersonal skills and strong cultural competency.
- Ability to think strategically and adapt flexibly to changing circumstances.
- Ability to produce quality work under time pressure and competing priorities.
- Can work both autonomously and as a team player.
- Understanding and commitment to APAN's values and goals.
- Willingness to take on weekend and evening work.

Other desirable skills:

- Tertiary qualification in journalism, media, communications or equivalent experience.

If you feel you meet most, but not all, of the selection criteria, please do consider applying. APAN encourages applications from any interested and qualified people.

People of Palestinian background are strongly encouraged to apply. We do not discriminate on the basis of sex, age, race, religion, sexual orientation, gender identity, or disability. We welcome people with culturally and linguistically diverse backgrounds to apply for all our roles.