

**Team**

To develop creative, impactful & income-generating PR and ambassador activities in line with the organisational communications strategy and

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| Starlight’s key business goals. |

Marketing and Communications Team

**Purpose**

Role Description

**PR & Ambassador Executive**



**Reports To**

PR Manager



**PR, Ambassador Strategy Development 15%**

* Assist the development & execution of PR, Ambassador strategies to support Starlight’s organisational priorities

**Media Relations -** **40%**

* Identify, develop and pitch strong Starlight stories to media channels
* Identify, develop and pitch Thought Leadership opportunities for the Starlight team
* Support the team with any media issues management, as required
* Develop & maintain PR templates & tools inc media releases, boilerplates, key messaging, spokes docs
* Assist in spokes co-ordination, training & interview preparation for media opportunities
* Cultivate and retain key media relationships with positive Starlight experiences
* Champion Starlight’s culture of storytelling and story capture and actively contribute to the organisation’s Sharing Impact requirements
* Ensure media procedures concerning Starlight families are in line with Safeguarding Children & Young People principles and Starlight guidelines

**Ambassador Program Management –** **25%**

* Assist in the strategic development and delivery of the ambassador program in line with Safeguarding Children & Young People principles
* Manage ambassador requests across the organisation, to ensure strong program ROI and retention
* Assist in the strategic recruitment, induction and onboarding of new ambassadors (both National and Campaign), to meet organisational needs

**Relationship Management – 10%**

* Develop & maintain strong relationships with key stakeholders inc – agencies, contractors, media, ambassadors, agents, corporate partners, hospital team, boards & committees
* Manage ambassador and key stakeholder database in COSMOS
* Collaborate with Marcomms / Programs to further leverage PR stories for Tools of Engagement, social media etc
* Champion a culture of storytelling to build & promote the Starlight brand and meet the needs of the organisation

**Starlight Family Management -** **5%**

* Proactively identify and sensitively approach appropriate Starlight families to seek their informed consent in sharing their stories and collating high-quality content to support PR needs and broader Sharing Impact use
* Manage these relationships with the family’s best interests always top of mind, in line with boundaries training and Safeguarding Children & Young People principles

**Reporting and Analytics** **– 5%**

* Delivery of on brand messaging, strong key message integration & quality media placement
* Collate key reports including board report, media monitoring, ambassador and campaign WRAPS
* Continually suggest improvements and integrate learnings for reporting and analysis



* Successful development and execution of creative and impactful PR and Ambassador strategies
* Delivery of volume and quality of media coverage to agreed KPIs (measures: ASR, Sentiment, Volume; Reach)
* 80%+ retention of ambassadors and successful recruitment of core ‘gaps’ in ambassador portfolio
* Growth in high quality contacts across traditional media, celebrities and ambassadors in COSMOS
* Accurate and up-to-date media databases and COSMOS records/cases
* Quality and accuracy of writing and ability to identify story angles and “tell a story” effectively
* Ability to think creatively and regular delivery of test & learn opportunities to push Starlight’s PR ahead
* Successful in juggling competing priorities, remaining solutions focused in a fast-paced environment
* Positive feedback from internal and external stakeholders
* Adhere to Starlight’s strategy, policies and procedures, ensuring professional boundaries are maintained at all times, following SGC&YP polices



* Comprehensive media connections and relationships and understanding of the Australian media landscape
* Demonstrated experience establishing and maintaining strong working relationship with ambassadors and agents
* Strong communicator, influencer and relationship builder, with well-established professional network
* Comprehensive writing and verbal communication skills, with strong attention to detail
* Innovative, creative thinker & story-teller, able to identify new opportunities and what makes a great story
* Has a flexible and adaptable work style, as priorities change and opportunities arise
* Strong stakeholder focus and ability to build and manage stakeholder relationships effectively
* Superior project management skills, with ability to manage multiple projects and competing deadlines
* Ability to maintain confidentiality and act with sensitivity, diplomacy and discretion as required
* Supportive team focus, with a ‘can do’, positive attitude and commitment to creating exceptional Starlight experiences



* Minimum of 6 years’ experience in a similar PR role (agency or in-house experience)
* Tertiary or TAFE qualifications in PR, Communications or Journalism
* Understanding of or previous experience in and the NFP or health sectors



As a team member I will:

* Embrace Starlight’s philosophy, culture and commitment to Safeguarding Children and Young People
* Live our SHINE value
* Utilise and participate in developing The Starlight Way of working
* Maintain Cosmos records inc. all interactions with families, media, agencies, volunteers & donors
* Develop and maintain positive Relationships at Starlight
* Be a Starlight Advocate
* Effectively engage, support and utilise volunteers
* Embrace “I Care” and respond to all queries within 24 hours
* Be an active Starlight Team Member and positively participate in meetings
* Develop and deliver on goals, including taking responsibility for my learning and development
* Participate in “Get Connected” program each quarter
* Be accountable for my personal safety and the wellbeing of those around me



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