



Position Title:	Media Lead
Reporting to:	Impact Director
Team/Department:	Campaigns
Location:	Based in Sydney or Melbourne Action Centre. The role may involve international/interstate/regional travel as required
Hours:	75 hours per fortnight
Grade:	Level 8
Effective Date:	22 March 2023

Position Overview:

The Media Lead is responsible for the development, implementation and evaluation of integrated media plans to progress campaign outcomes.

This role will drive high-impact coverage through proactive communications as well as being highly responsive to the news agenda.

The Media Lead will enhance the reputation of Amnesty International Australia (AI Australia) in the media while driving the achievement of our human rights goals.

The role will also provide expert advice to AI Australia teams to ensure the organisation is presented as a leading and credible authority on human rights issues in Australia.

This position works in close partnership with the Supporter Engagement area, which has oversight of AI Australia's organisational positioning and brand management across all channels.

Main Responsibilities:

- Lead the development and effective implementation of campaign strategies across all media formats to target decision makers in order to achieve Amnesty's human rights goals in Australia and globally
- Provide specialist expertise and advice on use of media to target decision makers across campaign issues, including supporting supporter media
- Provide expert advice to AI Australia teams to ensure appropriate communication in the media and reputational risks are identified and mitigated
- Manage AI Australia's media function in collaboration with the International Secretariat and AI country (section) offices, especially in the Asia-Pacific, to maximise media exposure
- Ensure AI Australia's media activities and products reflect the organisation's commitment to rights-holders and lived experience, and contribute to the organisation's strategies and priorities relating to diversity, inclusion and



wellbeing, anti-racism, participation, and engagement.

- Develop and maintain robust relationships with key media contacts to maximise AI Australia's influence on key decision makers
- Contribute to the development and implementation of Amnesty's Communications (Brand) Strategy under the leadership of Supporter Engagement colleagues
- Ensure AI Australia's spokespeople are supported to develop key competencies in representing the organisation
- Manage Media team members including providing direction, feedback, coaching and supporting development on an informal and formal basis
- Producing and delivering communications as relevant to the role, using a range of channels and technologies
- Performing the role to a high standard within agreed timelines, and in line with AI Australia's vision
- Other tasks within your skills and competence as required.

Essential Qualifications, Skills and Experience:

- High level communication & interpersonal skills - EI - (written, face to face, telephone, social media), including the ability to critically analyse and articulate complex issues
- Proven ability to develop, implement and evaluate focused and strategic media campaigns to achieve concrete and measurable outcomes
- Experience in issues and crisis response work in a national or international media environment
- Highly developed interpersonal and negotiation skills with proven ability to develop and maintain high quality relationships with internal and external stakeholders including media
- Ability to facilitate, empower and enable the active participation of rights holders and supporters in the work of AI Australia
- Strong cultural competency and experience working with Aboriginal and Torres Strait Islander and other culturally and linguistically diverse individuals and groups to advance human rights
- Familiarity with human rights issues and social change methods and tactics, including experience of mass mobilisation, activism and organising techniques
- Demonstrated experience in or commitment to working with rights holders

Desirable Qualifications, Skills and Experience:

- Experience in training staff and/or volunteers
- Experience in developing and implementing participatory processes with rights holders

Key Relationships

- Campaign leads and teams
- Journalists and media contacts
- Impact team colleagues
- Rights-Holder Communities
- Other communications teams and staff throughout AI Australia

How we work:

In meeting the responsibilities set out in this Position Description, all AI Australia staff are expected to:

- Facilitate, empower and enable the active participation of rights holders
- Be a positive advocate for Amnesty and our work, demonstrating our values of Empowerment, Integrity, Persistence and Courage



- Demonstrate emotional intelligence and a commitment to excellence in your interactions with colleagues, supporters, stakeholders and members of the public
- Always act in the interest of members and supporters
- Work with and empower volunteers, activists and members
- Support the general on-site functioning of the Action Centres
- Implement the principles of Equal Employment Opportunity and actively contribute to growing a more diverse and inclusive Amnesty
- Understand your Work Health and Safety (WHS) responsibilities and ensure the health, safety and wellbeing of yourself and others at work
- Contribute to the quality and hygiene of organisational data and protect privacy
- Produce and deliver communications that are relevant to the role, using a variety of communications channels and technologies
- Develop understanding of human rights issues and social change methods and tactics, including experience of mass mobilisation, activism, organising, fundraising and campaigning techniques

About Amnesty International Australia

We are an independent, global movement that campaigns courageously for human rights for everyone.

We're ordinary people from all walks of life, using our passion and commitment to bring torturers to justice, change oppressive laws and free people imprisoned just for voicing their opinion.

We're independent of any government, political ideology, economic interest or religion to ensure we can speak out on human rights abuses wherever they occur.

We stand for equality, justice, freedom, and human dignity and uphold these values:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Every day we move closer to a world where human rights are enjoyed by all.

Acceptance

Name: _____

Signature: _____

Date: _____



