



Position Description: Media Advisor (Fixed-Term)

The Australian Marine Conservation Society (AMCS) is the voice for Australia's oceans. We are Australia's leading ocean conservation organisation and one of the founding members of Australia's conservation movement. We are a community of ocean lovers across the nation working to protect our precious marine wildlife and for healthy seas.

We are an independent charity, staffed by a committed group of scientists, educators and passionate advocates who have defended Australia's oceans since 1965. Our paid and volunteer staff work every day to protect our coasts and oceans.

Position Title: Media Advisor (Fixed-Term)

Location: Sydney, Brisbane or Melbourne preferred, but the location for this role is negotiable

Salary: \$89,000-\$101,500 FTE per annum, plus Superannuation contributions of 12.5%

Hours: Full-time (38 hours per week). Part-time (30.4 hours a week) may be considered for the right candidate.

Contract period: Six-month fixed-term contract in a role cover arrangement.

Background:

The AMCS Communications Team designs and delivers communications for AMCS' brand, advocacy campaigns and crucial ocean conservation work. We're seeking an experienced media advisor to join our Communications Team on a fixed-term basis in a role-cover arrangement. This is an exciting opportunity to contribute to impactful ocean conservation campaigns and work closely with our dedicated campaigners and communications team.

Purpose of the Position:

The Media Advisor will provide proactive and reactive management of media campaigns from end to end, including sourcing news stories, writing and distributing media releases, targeting and pitching to media and roll out of media campaigns. The Media Advisor will focus mainly on Australia-based media relations.

Reporting and Accountability:

The Media Advisor reports to the Communications Director and works closely with members of the Communications and Campaign teams and the Chief Executive Officer.

This role has no direct reports.

For more information on our teams, see [our People page](#).

Primary Responsibilities:

- Develop, contribute to and implement agreed media and public relations strategies to support AMCS campaigns.
- Manage media issues and risks in consultation with the Communications Director, Campaigns leadership and the Chief Executive Officer.



- Manage and maintain key working relationships with relevant journalists, writers and specialist reporters across all channels and mediums.
- Compile media coverage reports and monitor media activities to identify issues and future campaigns.
- Develop effective working relationships with staff at all levels across AMCS.
- Increase the volume of ocean conservation media stories through reactive and proactive opportunities for the purpose of influence and impact.
- Monitor media to identify opportunities and ensure staff are across and responding to relevant news stories.
- Work with the Digital Content Producer to maximise exposure to AMCS media stories on digital media (social channels, website).
- Provide media advice and support AMCS campaigners with key messages, training, coaching and ongoing support.
- Manage external media contracts with, for example, media agencies.
- Support AMCS's commitments to First Nations engagement through respectful and inclusive communication activities.

Essential Selection Criteria

- Extensive media relations experience with a proven ability to develop and implement effective media strategies for diverse audiences.
- Demonstrated success in creating impactful media moments, including launches, media packages and visuals.
- Strong media knowledge and contacts across print, radio, TV and digital, with a track record of securing coverage through proactive pitching.
- Exceptional oral and written communication, interpersonal, negotiation and problem-solving skills.
- Ability to work independently, manage projects under tight deadlines and prioritise tasks effectively.
- Proficiency with media monitoring tools and databases.
- Commitment to driving positive change for our oceans and upholding AMCS values.

Desirable Selection Criteria

- Demonstrated understanding or experience working in advocacy-based organisations.
- Tertiary qualifications in communications, journalism, public relations, media studies or related disciplines
- Knowledge or experience of conservation and or marine environment issues.



Application Details

To apply, please submit your current CV and a concise cover letter outlining your fit for the role and why you're interested, via the [EthicalJobs application portal](#).

Applications close at **9 am AEST on Monday, 25 August**. We will review applications as they are received and may schedule interviews before the closing date, so early applications are encouraged.

AMCS is a strictly non-partisan, equal opportunities employer. We strongly encourage applications from Aboriginal and Torres Strait Islander people, people with a disability, LGBTQIA+ people, and people from culturally and linguistically diverse communities.

Please note: Applicants must have the right to work in Australia. This includes Australian citizens, permanent residents, New Zealand citizens, or individuals holding a valid visa with ongoing work rights.

For all enquiries about this position, please contact us via email at recruitment@amcs.org.au or 07 3846 6777.

For more information about our organisation and our people, please visit:

<https://www.marineconservation.org.au/>

