



# Communications and Media Lead Position Description

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<b>Position Title:</b>	Communications and Media Lead
<b>Team:</b>	Business Operations Services Team (TBC)
<b>Location:</b>	Canberra Secretariat
<b>Employment Status:</b>	Permanent, 1.0 FTE
<b>Reports to:</b>	Business Director
<b>Direct reports:</b>	1
<b>Salary:</b>	Competitive package with 12% superannuation. Under current taxation laws, up to \$15,900 of the base salary may be taken as a tax-free fringe benefit.

## ORGANISATIONAL CONTEXT

The Australian Council for International Development (ACFID) is the peak body for Australian non-government organisations (NGOs) involved in international development and humanitarian action. Our vision is of a world where all people are free from extreme poverty, injustice and inequality and where the earth's finite resources are managed sustainably. Our purpose is to lead and unite our members in action for a just, equitable and sustainable world.

Founded in 1965, ACFID currently has 136 members and 20 affiliates operating in more than 90 developing countries. The total revenue raised by ACFID's membership from all sources amounts to \$1.93 billion (2022-23), \$728 million of which is raised from over 1.07 million Australians. ACFID's members range between large Australian multi-sectoral organisations that are linked to international federations of NGOs, to agencies with specialised thematic expertise, and smaller community-based groups, with a mix of secular and faith-based organisations

ACFID members must comply with the ACFID Code of Conduct, a voluntary, self-regulatory sector code of good practice that aims to improve international development and humanitarian action outcomes and increase stakeholder trust by enhancing the transparency, accountability and effectiveness of signatory organisations. Covering 9 Quality Principles, 33 Commitments and 92 compliance indicators, the Code sets good standards for program effectiveness, fundraising, governance and financial reporting. Compliance includes annual reporting and checks. The Code has an independent complaint handling process.

## EXTERNAL RELATIONS CONTEXT

As the peak-body representing a broad range of international development and humanitarian organisations and advancing advocacy on a wide range of issues on global development, social justice, and human rights, ACFID's external communications needs are complex.

ACFID administers a regulatory function and drives good practice; provides opportunities for learning and development; hosts multiple events, including an annual national conference; and advocates directly to the Australian Government, policy makers and parliamentarians. This combination of ACFID's roles and responsibilities brings the need to meet multiple audiences with high quality communications, tailored messaging, and a strong and consistent brand.

## PURPOSE OF THE POSITION

The Communications and Media Lead is responsible for supporting the delivery of ACFID's Strategic Plan through leading and delivering the organisation's communications, media, digital engagement and public facing messaging. It will oversee the finalisation of a new Communications Strategy, and its ongoing implementation. The role will build a media savvy communication culture within the ACFID Secretariat through the development of strong media networks

and innovative and creative communication campaigns that support ACFID's strategic vision. It will build ACFID's reputation as the sector's peak body and deepen the public discourse around aid and development. The role is also responsible for the mentoring and day to day management of one direct report, the External Relations Coordinator.

The role requires being responsive to both internal and external stakeholders—including the Secretariat, ACFID members, the public, government offices including DFAT, sector partners, and the Australian Parliament.

## KEY AREAS OF RESPONSIBILITY

The responsibilities of the position include, but are not limited to:

### Strategic Communications and Advice

- Provide strategic leadership and coordination for the development and implementation of ACFID's communications and media plans, in partnership with internal and external stakeholders, aligned with organisational strategy, priorities and advocacy goals.
- Provide expert advice to the CEO and Directors on media engagement, messaging, and reputation management
- Identify opportunities to influence public debate and position the organisation as a trusted sector voice
- Support organisational responses to emerging issues, sensitive matters, and crisis communications

### Media and Public Relations

- Build and maintain strong relationships with journalists, editors, and media outlets
- Lead proactive media engagement including pitching, media releases, opinion pieces, issues briefings, along with story proposals, talent identification etc for journalists and news organisations
- Prepare spokespeople for media appearances, including briefing notes and talking points
- Monitor media coverage and public discourse relevant to the organisation and sector

### Content and Channels

- Oversee development of high-quality communications across all channels, including website, social media, newsletters, and member communications
- Ensure messaging is clear, consistent, evidence-based, and accessible
- Maintain editorial standards and brand consistency across all outputs
- Provide communications insight for the planning and production of major publications, campaigns, and key announcements

### Leadership and Team Management

- Lead and supervise the External Relations Coordinator, including work planning, performance development, and mentoring
- Allocate work effectively to meet priorities and deadlines
- Foster a collaborative and supportive team culture aligned with organisational values

### Collaboration and Internal Support

- Work closely with policy and program teams to translate complex issues into compelling narratives
- Support Directors and staff with communications planning and execution

## REQUIRED CORE COMPETENCIES

### Committing to ACFID's values

We value diversity in the workplace and model our commitment to the values outlined in our strategic plan, including gender justice. We believe that these values are fundamental to achieving our vision and purpose.

### Being Adaptable

We respond to new and emerging challenges in our operating environment with agility and purpose. We achieve results by demonstrating curiosity and a willingness to learn.

### Working independently and collaboratively

We have the ability or potential to work within and across teams, and autonomously with minimal direction to manage priorities and achieve our outcomes.

### **Developing effective working relationships**

We build, maintain and strengthen both internal and external relationships. We facilitate collaboration and find common ground across diverse stakeholders. We value clear communication and respectful interpersonal skills.

### **Exercising sound judgment and critical thinking**

We seek out innovative solutions, work creatively and leverage resources to achieve results. We engage with risk and opportunities with a problem-solving approach. We make clear, transparent and principled decisions and commit to action in a timely manner.

### **Translating the big picture into action**

We think strategically and are all responsible for implementing ideas in a practical and evidence-based manner through outcome-oriented planning and action.

## **TECHNICAL SKILLS**

- Proven understanding of audience, channels, and objectives.
- Proficiency in the Adobe Creative Suite.
- Proficiency in Hootsuite or other social media scheduling tools.
- Proficiency in Mailchimp or other email marketing tools.
- Proficiency with AI tools.
- Proficiency in WordPress.
- Demonstrated experience in graphic design.
- Demonstrated experience in video editing (desirable)
- Excellent writing and editing skills.
- Exceptional attention to detail.

## **REQUIRED FUNCTIONAL COMPETENCIES & EXPERIENCE**

### **Essential:**

- Significant experience in media, communications, journalism, or public affairs
- Demonstrated understanding and experience with the Australian media and political landscape
- Demonstrated ability to operate in complex policy or advocacy environments
- Strong media relations experience with a demonstrable track record of securing media coverage
- Demonstrated ability to advise and build trust with leaders in an organisation.
- Exceptional writing and storytelling skills across a range of mediums, including opinion pieces and media releases, reports, speeches, presentations and social media.
- People management or team leadership experience
- Able to come up to speed quickly, understand and communicate complex issues
- Demonstrated ability to manage competing demands and quickly prioritise activities.

### **Desired:**

- Experience in the not-for-profit, government, international development or public policy related sectors

### **Standard Occupational Health and Safety (OHS) Responsibilities for Supervisory Staff**

Implementation and enforcement of all health and safety policies and procedures of the organisation, taking all reasonable care that your actions or omissions and those in your team do not impact on the health and safety of colleagues in the workplace.

## **GENDER AND DIVERSITY APPROACH**

Staff and potential staff are treated solely on the basis of their merits, abilities and potential, regardless of gender, colour, ethnicity or national origin, age, socio-economic background, disability, religious or political beliefs, family circumstances, sexual orientation or other irrelevant distinction.