

## POSITION DESCRIPTION

<b>Role Title:</b>	<b>Media and External Affairs Manager</b>	<b>Position Number:</b>	011
<b>Function:</b>	Government & Media	<b>Position Classification:</b>	6.1
<b>Reports To:</b>	General Manager – External Affairs	<b>Last Updated:</b>	June 2026

### Role Purpose

The Media and External Affairs manager takes on senior managerial responsibilities for delivery of impactful, high-quality representation of Teach for Australia to external stakeholders and media audiences. This includes management of the media functions for TFA, including identifying media opportunities and handling media issues, and providing strategic advice and assistance that grows the media capability and capacity of the organisation. This role is also responsible for representing TFA to external stakeholders within the Government Relations and External Affairs remit, and providing strategic external engagement advice and assistance to functions across TFA.

The role requires leading the media strategy, and management of relationship/coordination of work with the Media Advisor within the Marketing Team; alignment to strategy and activity with the Government Relations and Media function; and coordination and leadership. It also provides support in leading targeted government relations initiatives across Australia.

### Qualifications and Experience

#### Essential

- **Media engagement and issues management** – Demonstrated experience building strong media relationships, managing reactive and crisis media, and supporting senior leaders as effective spokespeople.
- **External affairs and organisational influence** – Experience delivering external engagement, public affairs and high-profile events that support government relations and advocacy outcomes.

#### Desirable

- Experience working in or with education or not-for-profit sectors.

### Skills, Attributes and Knowledge

- **Reputation and risk management** – Proven capability to identify and manage reputational and brand risks, providing sound judgement and advice in high-stakes or sensitive contexts.
- **Strategic media leadership** – Ability to design and deliver an integrated media strategy aligned to organisational, policy and government relations priorities

## **Primary Accountabilities - Media**

### *Develop and implement TFA media strategies*

- Annual Strategy, in line with TFA's Organisation Strategy and Priorities, in collaboration with Marketing & Recruitment's Media Coordinator
- Event/Activity/Issue-based media strategy as required
- Working closely with all internal stakeholders to ensure their support for central media strategy and reciprocal support for locally driven opportunities.
- Ensuring media activities align to TFA Brand and Content Strategies, working closely with the Marketing and Recruitment function's Content & Social Media Manager and Senior Leads.

### *Lead media engagement*

- Identify and develop media opportunities that advance TFA's strategic and government relations objectives (e.g. from TFA's Programs, Alumni, Philanthropy and Partnerships, MEAL workstreams) including:
  - Proactive liaison with journalists and newsrooms.
  - Manage reactive media issues and media crisis events.
  - Identify media opportunities for TFA in relevant external events, partnerships and public policy discourse.
- Coordinate strategic media advice and leverage media opportunities for CEO, Board, Executive Leadership Team and other functions to contribute to TFA's media activities.
- TFA spokesperson when required.

### *Support and grow media capability and capacity across TFA functions*

- Lead initiatives that support and build media competency for CEO, Executive Leadership Team and key organisation spokespeople.
- Support Media Coordinator to:
  - administer clear and inclusive media processes that encourage organisation-wide participation.
  - provide quarterly output and impact reports to demonstrate media value.

### *Coordinate relationships with Marketing & Recruitment teams*

- Provide leadership and workflow direction, in line with function and strategy needs.

## **Primary Accountabilities - External Affairs**

### *Developing, delivering and supporting best-practice, effective external engagement strategy and procedures that serve TFA's needs and interests*

- Aligned to TFA's operational priorities, develop and implement strategic communications and public affairs programs that advance TFA's Strategy, Mission and Vision.

- Develop and oversee best practice in baseline external engagement standards, methods and operational procedures for the Government Relation and Philanthropy functions.
- Demonstrate and encourage best practice in external engagement across the organisation.
- Provide advice and assistance on external engagements, major events and public-facing activities to the CEO, Board, Executive Leadership Team and across the organisation as required.

#### *Coordinate with and support Government Relations workstream*

- As agreed with the General Manager, take accountability for relevant stakeholders within the Government Relations portfolio, eg. Federal, State/Territory government engagement, Opposition, Departments, Agency/Authority.
- Engagement and communications strategy that support Government Relations goals and priorities.
- Oversee development of high-quality assets (including but not limited to case studies, submissions, issue briefs, relevant research/analysis synopsis) to aid Government lobbying and engagement.

#### *Identify, mitigate and manage Reputation/Brand risks*

- Direct TFA crisis communications, including preparedness plans and spokesperson readiness.
- Provide CEO, ELT and Board, and other functions as required, with reputation risk assessments, anticipating and identifying issues (from TFA activity or external factors) that may be controversial with external stakeholders and/or the media and potential brand/reputation risks for TFA.
- Provide strategic advice and manage controversial and high-profile issues to protect TFA brand and reputation.

#### *Identify and deliver external engagement opportunities*

- Which support TFA's Organisation Strategy, enhance TFA Brand, and sustain and build TFA supporter base, and which advocate for the students, teachers and schools TFA works to support:
  - Lead exploratory work for TFA policy development platform
  - Identify and oversight public submission opportunities
  - Represent TFA at stakeholder meetings and events

#### *Reconciliation and DEIB (Diversity, Equity, Inclusion, and Belonging) Accountabilities*

- Demonstrate openness, curiosity, and respect towards TFA's commitment to Reconciliation, Diversity, Belonging and Inclusion in a way that aligns to your personal learning journey in a professional setting. This may include, but is not limited to; joining internal committees, engaging in professional learning sessions, supporting members of your team in their learnings, leaning into work in this space outside the scope of your role, supporting your Functional area to drive strategic Reconciliation/DEIB initiatives etc.