

Position Description

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| Job Title | Senior Media Officer | Status | 2 year contract |
| Location | Within Australia, negotiable | Hours | 0.5 FTE |
| Reporting to | Communications Manager | Salary | \$ 87,000 – 104,000k |

About ALCA

ALCA is the peak national body for nature conservation, and exists to scale the protection, management and restoration of nature across Australia.

Independent, and non-partisan, ALCA unites and represents organisations actively caring for nature on private and non government-managed land. We amplify our membership’s collective voice and impact, and help to shape the conditions that make their work powerful and enduring.

Our sector works to address the most pressing conservation issues across the country by restoring endangered ecosystems, growing the amount of land that’s protected, tackling invasive species, expanding conservation finance and funding, and using nature-based solutions to mitigate climate change.

ALCA is a small, nimble and flexibly working organisation. Joining our team represents a unique opportunity to work across a broad and diverse sector that is influencing meaningful policy change, unlocking investment, building sector capability, and embedding the value of nature into mainstream decision-making.

Position purpose statement

A new role within ALCA's communications team, the Senior Media Officer leads our media engagement efforts, working across our priority areas to drive media opportunities that raise the profile of our work and help strengthen advocacy outcomes.

The position will play an important role in shaping narratives about nature and land conservation, helping to build a stronger public mandate and influence decision-makers to support greater investment in conservation. It will also help lift ALCA’s voice as a leading environmental peak body, enhancing our reputation and elevating our brand.

The role requires a media or communications professional with strong news judgement and extensive experience in securing media coverage across new and traditional media, including at national, state and local levels.

Reporting Line: This position reports directly to the Communications Manager.

Key responsibilities

- Implement a guiding media strategy to raise the profile of ALCA, our work and our sector's impact, aligned with campaign and broader strategic objectives
- Monitor media and political landscapes, and stakeholder environments to identify and inform media activities and opportunities
- Build and maintain media relationships, respond to media enquiries and act as the primary media contact, ensuring ALCA is professionally represented.
- Develop high quality content including media releases, opinion and thought leadership, case studies, editorial content, speeches and other communications materials to position us as a trusted voice for nature.
- Support proactive and reactive media management including issue response, maintaining holding statements, and providing coaching and support for spokespeople including through the development of Q&As and talking points
- Build and maintain relationships with landholders, practitioners and experts across Australia to identify and develop a pipeline of compelling stories about nature conservation.
- Contribute to broader campaign and communications planning and implementation, including across digital and social media.
- Other duties as directed.

Selection criteria

The successful candidate must have:

- Significant experience (5+ years) in media-communications or public relations work, established media relationships, and a proven track record of proactive and reactive media engagement.
- Tertiary qualifications in media, communications, public relations or related field.
- Exceptional written, aural and oral communication skills and demonstrated ability using these to develop and deliver a broad range of high quality content and support.
- Excellent interpersonal and negotiation skills, with the ability to build relationships with diverse people, and cross-sector stakeholders.
- Strong time management, ability to work across competing deadlines with attention to detail and accuracy, and flexibility to manage after-hours media duties when needed.

Desirable:

- Media networks relevant to the environment or not for profit sector
- Commitment to nature conservation and the vision of ALCA
- Deep understanding of both digital and traditional media, and marketing

A passion for the environment is critical.

We actively encourage Aboriginal and Torres Strait Islander people, people from Culturally and Linguistically Diverse backgrounds, LGBTIQ+ people, a diverse range of genders, people with disability and others who have diverse experiences of our world to apply for this opportunity.