

Public Engagement, Communications & Media Manager

Position description

Reporting to the CEO, the role of the Public Engagement, Communications & Media Manager (PECM Manager) is to develop the strategies and oversee the 'business as usual' activities that invite members of the Australian public to become involved in community sponsorship of refugees in a voluntary capacity.

The Manager will also support the CEO and other senior leaders:

- in implementing other 'non-BAU' communications and initiatives that have strategic, reputational, funding or relationship significance or which relate to government policy or program design
- In creating and maintaining partnerships with other organisations supporting CRSA's public engagement goals

Key Responsibilities

Public engagement strategy & leadership

- Work collaboratively with CRSA's CEO and senior leaders to develop, and then implement, a Public Engagement Strategy that meets the needs of CRSA's Programs, including public events, communications and media engagement
- Identify gaps and refine CRSA's Public Engagement communications frameworks, guidelines and internal processes.
- Monitoring, measuring and improving the impact of different public engagement initiatives and tactics.
- Provide strategic communications advice and support to the CEO and senior leadership team for non-BAU initiatives.

Partners and Intermediaries

- Understand the needs of key partners and networks that have the capacity to support CRSA's public engagement goals and provide them with the tools they require to assist CRSA effectively. These include supporting community organisations, current community supporter group members, individual community 'champions', CRSA directors and ambassadors and newcomer advocates.

Media relations & public profile

- Build and maintain relationships with journalists and media organisations
- Lead proactive and reactive media engagement, including pitches, interviews, briefings and media releases.
- Develop and manage a media calendar and monitoring system.
- Train CRSA spokespeople (including lived experience speakers) and prepare media-ready content, talking points and reactive statements.

Content Development

- Identify content required to support public engagement
- Oversee the production of new content with support from CRSA staff or external consultants

- Refine and maintain robust systems for informed consent and stakeholder notification/endorsement

Marketing, digital engagement & brand

- Own and, if required, evolve CRSA's brand and visual identity; ensure quality and consistency.
- Oversee campaign specific web content, digital campaigns and toolkits analytics, social media strategy and marketing materials.
- Lead the creation of high-quality assets that help CRSA engage in meaningful storytelling, and that reflect CRSA's values and program impact.

Leadership, management & cross organisational collaboration

- Lead and develop the Public Engagement team; manage resourcing and performance.
- Work laterally with senior leaders to ensure coordinated messaging and shared understanding.
- Promote effective workflows across relevant teams and initiatives

Supervision of staff and others

- Supervision of the Public Engagement Lead
- Supervision of student interns
- Supervision of core office volunteers relevant to the Public Engagement function

In addition to the above, assist the CEO and team on with other tasks when required, as requested by the CEO.

This role may on occasion require representing CRSA at occasional weekend or evening events and related travel.

Key selection criteria

Essential

- Significant experience in developing and delivering communications, media relations and public engagement strategy
- Demonstrated track record in managing media engagement
- Excellent writing, editing, and storytelling skills across formats.
- Experience managing digital communications, marketing campaigns and brand strategy.
- Ability to build external relationships with media, partners and stakeholders.
- Strong leadership skills and experience managing small teams/contractors.
- High EQ and a collaborative 'can do' mindset suited to a small, high-trust team.

Desirable

- Experience in the 'for-purpose' sector.
- Experience in small but innovative, high performance organisations.
- Experience in volunteer engagement
- Experience working in resource-constrained environments requiring creativity and agility.

Values & cultural attributes

Position Description

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July 2026



Embodies CRSA's values—collaboration, compassion, integrity and community-led approaches—and upholds a respectful, strengths-based representation of refugees and community groups in all public communications.

Location, hours & conditions

- Location: Melbourne or Sydney, with occasional travel.
- Hours: 3 or 4 days per week (0.6 or 0.8 FTE)
- Salary: Commensurate with experience, aligned to CRSA senior leadership band.
- Employment is subject to background checks and adherence to CRSA policies, including child safety, privacy and code of conduct.