

POSITION DESCRIPTION: Communications & Media Advisor

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Reports to	Director - Engagement & Development

What You Do:

Accountability	Weight (of 100%)	Activity	What does success look like?
Communications to support research and advocacy	50%	• Work with the Engagement and Research teams to deliver on multi-channel (media, social, website, email) communications plans for report launches, media moments and advocacy work. • Report production – oversee the design, proofing and production of multiple research reports annually, working closely with the Content Producer and Director – Engagement & Development and Research Team. • Content development across channels – draft and deliver content for social, website and email channels according to communications plans. • Messaging advice – work with the Director – Engagement & Development and wider team to determine messages that will support CPRC's focus areas and research projects. • Use analytics and audience insights to continuously improve performance.	• CPRC's report launches are supported with compelling communications materials. • CPRC's content across channels is clear, compelling and supports organisation goals. • Work is prioritised with your manager and team members informed about timelines.

Media engagement	30%	- Media engagement – draft and publish media releases, manage contact with journalists, schedule interviews, form relationships with news outlets, support and prepare CPRC media spokespeople. - Evaluation and reporting – use media monitoring and Google Analytics to review the performance of CPRC’s media engagement.	- You proactively identify relevant moments and new relationships with news outlets to promote CPRC research projects. - CPRC’s media engagement supports research and advocacy goals. - Team members have clear advice on what media messages are resonating and what changes CPRC could make.
Events	10%	Plan and execute digital and in-person events including report launches, panel discussions and press conferences in close collaboration with the Research Team and with support from the Engagement Team and Executive Assistant.	CPRC events are well organised and professionally delivered.
Other tasks as required	10%	As a small organisation, we often require your advice or help on other activities to help us reach our goals. This could include: - contributing to discussions about CPRC’s strategy and priorities - assisting with reporting to funders, and - general administration.	

PERSON SPECIFICATION:

Essential	Desirable
Experience in a communications role. 5 years of experience working in a communications or media role. Understanding of the Australian media landscape. You have existing relationships with journalists/media outlets and the demonstrated experience growing new relationships with media. Exceptional communications and storytelling skills: the ability to translate policy and advocacy issues into clear, compelling, and shareable messages. Experience using media monitoring and analytical tools to improve communications work. Excellent written and verbal communication skills. Your writing is accurate and clear. You can edit other’s work for grammatical accuracy and to create impactful messaging.	- Experience working for a not-for-profit or progressive organisation - Experience in and understanding of consumer rights - Experience overseeing and moderating social media channels - Qualifications or equivalent experience in communications, marketing, graphic design or related fields. - Photography, videography or design skills that can enhance communications work.

• Collaborator. Ability to work collaboratively with others, receiving and providing clear feedback to achieve goals. • Proactive style. You'll be comfortable working in a small team and interested in contributing to a positive team culture of experimentation, innovation and evaluation. You have a track record of spotting opportunities for improvement and working with others to make these improvements. • Interest in CPRC's mission. You want to work at a not-for-profit that develops ideas to make markets fairer for consumers.	
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