

Associate Media Adviser (Australia)



Reports to: Media and Communications Director

Location: Melbourne preferred, remote work Australia-wide is optional

Employment type: Full-time (four days a week and other flexible work arrangements would be considered)

Date: August 2026

About Market Forces

Market Forces campaigns to protect the environment by shifting finance away from fossil fuels that are driving climate change. We focus on banks, superannuation funds and other investors that finance environmentally risky and damaging activities. Shifting investment to a clean energy revolution is needed to secure a stable climate.

Our team campaigns on the most concerning fossil fuel polluters in Australia, Asia and beyond and the financial institutions enabling the expansion of coal, oil or gas – wherever our interventions can create the greatest impact.

Our work is grounded in a shared commitment to Empowerment, Integrity, Impact and Creativity as our core values.

Role purpose

Market Forces campaigns are designed to engage and influence key stakeholders. Our objective is to protect the environment by stopping proposed fossil fuel projects.

The Associate Media Adviser supports the Media and Communications Director to ensure that Market Forces' analysis, research and campaigns are well publicised to strengthen the organisation's ability to drive environmental impact.

Under guidance from the Media and Communications Director, the Associate Media Adviser will work across all aspects of media engagement from preparing media copy to pitching stories to supporting researchers and campaigners with interview preparation. The Associate Media Adviser collaborates to plan and coordinate media activities in support of campaigns to meet agreed objectives and timelines.

Key relationships

Internal	External
Media and Communications Director	Media contacts
Communications team colleagues	
Team members across campaigns, research and communications	Peers at strategic partners and allied organisations

Key outcomes

This role is accountable for outcomes across five key domains. Each describes the state of the organisation when the Associate Media Adviser is performing at their best.

01 Strategic thinking

Media engagement and priorities are informed by an appreciation of the 'bigger picture'.

- Maintains awareness of what is going on across the organisation that impacts planned media engagement. In consultation with their manager and peers, contributes to developing effective, creative responses to potential risks and opportunities.
- Uses experience and judgment to inform strategic, tactical or operational choices. Involves relevant people in decision-making, including those with diverse perspectives. Aware and respectful of authority limits.

02 Achieving results

Media engagement is aligned with campaign goals and delivers measurable outcomes that contribute to strategic objectives.

- Contributes to turning ideas for research and campaign-related traditional media into feasible action plans with guidance from their manager and in collaboration with campaign working group leads, other campaigners and analysts.
- Media engagements are executed with accuracy, pace, creativity and strong cross-functional collaboration with leadership, communications, campaign and research teams.
- Builds experience and confidence to work with greater independence over time.

03 Influencing others

Works effectively within the organisation and with others to get work done.

- Contributes to agile, cross-functional projects or working groups focused on campaign outcomes to progress shared priorities.
- Listens actively, shares information appropriately, and communicates clearly within their team or in working groups to work towards shared goals.
- Stay calm under pressure. Focuses on outcomes when dealing with differences of opinion

04 Team performance

Understands that campaign success including strong media performance is based on teamwork.

Contributes to on-going strengthening of teamwork through trust, respect and collaboration.

- Is a team player. Cooperates with others towards shared goals and outcomes.
- Builds effective working relationships within and beyond the organisation. Demonstrates respect, honesty and fairness when dealing with people and making decisions.
- Communicates and behaves authentically. Honours commitments and acts with humility. Admits and learns from mistakes. Not ego driven.

05 Positive culture

Contributes to Market Forces as an ambitious, effective and professional organisation that enables people to do their best work in a supportive environment.

- Understands personal achievement as part of a team effort. Celebrates success and acknowledgement with others. Is open to constructive feedback and offers such feedback to colleagues where appropriate, treating both as part of everyday team practice.
- Appreciates experiences and points of view that differ from their own. Avoids judging, encourages all team members to speak, be heard, included and valued. Offers support when others are struggling. Calls out conduct that does not align with Market Forces values and expectations.
- Is intentional about own conduct in line with Market Forces values and expectations. Demonstrates honesty, humility, empathy and courage. Acknowledges areas needing improvement and takes responsibility for personal and professional development.

Experience, capabilities and attributes

Experience

- Understands what makes a story newsworthy; ability to communicate complex information and data in an accessible, engaging way.
- Experience and demonstrated success in writing for and pitching to the media.
- Knowledge of the Australian media landscape, particularly news and current affairs, with established contacts. Knowledge of Asian media is a bonus.
- Track record of delivering outcomes by working with others, or under the guidance of a manager, building the experience and confidence to work with greater independence over time.

Capabilities

- Media engagement: contributes to preparing and executing media plans, with guidance from their manager or working group lead.
- Teamwork: works effectively with others across the organisation – campaign, research and communications teams – to deliver successful outcomes.
- Coordination: participates in working groups and project meetings as required, contributing to shared outcomes.
- Stakeholder engagement: engages with media contacts, external peers and supporters.

Attributes

- Understanding and commitment to Market Forces' mission and values.
- Diligent, accountable and outcomes-focused, with strong follow-through.
- Works well within a team, contributing to shared success.
- Adaptable and resilient in a fast-moving campaign environment. Open to feedback and coaching.
- Proven organisation skills and a capacity to juggle multiple projects while managing engaged stakeholders and deadlines.

Associate Media Adviser key tasks and duties

- Initiate and undertake all media relations tasks required by the Media and Communications Director promptly, efficiently, and to a high professional standard, seeking guidance as and when required.
- Prepare media copy, including media releases; ensure timely review and sign-off in accordance with Market Forces policy.
- Pitch and place stories to media outlets.
- Stay informed about Market Forces research and campaigns in progress, map and plan ahead of critical deadlines for releasing or placing stories and news items.
- Build relationships with media contacts to build reputation and help achieve objectives.
- Support Media and Communications Director with preparing team members, including campaigners, researchers and executives for media interviews.
- Regularly report to the Director regarding progress, workload and achievement of deadlines.
- Coordinate effectively with communications, research and campaign colleagues to meet objectives.
- Other tasks as required by the Media and Communications Director.