

POSITION DESCRIPTION: Media & Stakeholder Lead

Position Purpose	This Media & Stakeholder Lead role will connect CPRC's research and policy work with decision makers and media. This role will: • Identify opportunities across media and government to help CPRC pursue its impact and funding goals • Support CPRC's engagement with federal and state governments • Coordinate media engagement • Deliver events online and in-person • Use analytics to constantly improve CPRC's communications work and help the wider team improve work overall. CPRC is committed to human creativity and original work. This role will need to operate within CPRC's AI policy which does not allow the use of AI to create new work, including image generation, video generation and text in research or public communications. We recognise that AI tools are in much of the software we use and AI assistance may be part of editing or optimising work.
Reports to	Director - Engagement & Development

What You Do:

Accountability	Weight (of 100%)	Activity	What does success look like?
Government relations planning	45%	• Conduct power mapping and political analysis to support CPRC's advocacy across its focus areas. • Help identify potential impact and funding opportunities across state governments, regulators, and the federal government. • Work with the CEO to form relationships with key government stakeholders, leading on engagement with advisers. • Write and produce briefing packs for politicians in collaboration with the CEO, Research Team, and the Content Producer. • Work with the Research Team to identify and act on opportunities to pursue impact through policy processes and inquiries. • Assist in the drafting and coordination of policy submissions across CPRC focus areas • Assist with the development of presentations for decision makers.	• CPRC's advocacy and outreach is backed up with rigorous analysis. • CPRC's research and policy recommendations are directly reaching key decision makers at the right time. • Briefing packages are clear, compelling and tailored to meet the needs of political and government decision-makers. • Government funding opportunities are flagged early to support CPRC's financial sustainability.

Media engagement	35%	• Media engagement – draft and publish media releases, manage contact with journalists, schedule interviews, form relationships with news outlets • Work with staff to develop and pitch op eds to journalists and news outlets • Train, 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.
Communications and strategic events	10%	• Work with the Engagement and Research teams to help deliver report releases across digital channels, with key stakeholders and the media. • 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. • Provide strategic advice on best approach for releasing CPRC’s research reports to maximise the reach and impact of CPRC’s research findings.	• CPRC’s report launches are supported by compelling communications materials. • Work is prioritised with your manager and team members informed about timelines. • 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: • Assisting with the production and delivery of content as part of the Engagement Team as required. • Contributing to discussions about CPRC’s strategy and priorities. • Assisting with reporting to funders. • General administration.	

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PERSON SPECIFICATION:

Essential	Desirable
• At least 5 years of experience in government relations, media or campaigning role. • Experience identifying and engaging government decision makers. You have previously worked in a role that requires you to map, engage or plan outreach with decision makers. • Deep understanding of the Australian political landscape • 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. You have 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 create impactful messaging. • 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.	• Experience working for a not-for-profit or progressive organisation. • Experience in, and understanding of, consumer rights. • Qualifications or equivalent experience in communications, marketing, or related fields.