



POSITION DESCRIPTION

Job Title:	Senior Media Advisor	Location:	Australia
Team:	Communications and Campaigns	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	SCHADS Award Level:	Level 5
Reports to:	Communications and Campaigns Director		
About FARE			
<p>FARE is the leading not-for-profit organisation working towards an Australia free from alcohol harm. Together with values-aligned organisations, health professionals, researchers and communities across the country, we develop evidence-informed policy, enable people-powered advocacy and deliver health promotion programs.</p> <p>We believe that by working together we can create change to improve our collective health and wellbeing. FARE has a new leadership team, renewed energy and a refreshed strategic focus on how we can work to improve health outcomes for all Australians.</p>			
About the team			
<p>The Communications and Campaigns Team establishes and maintains connections with people on behalf of FARE. We are storytellers. We make sure people have honest health information, learn about our amazing advocacy work, and are supported to change their behaviour or support a friend or family member to make a positive change, in order to reduce alcohol harms across Australia.</p>			
About the Role			
<p>The Senior Media Advisor is responsible for planning, creating and delivering effective proactive and reactive media to support FARE's strategic objectives. By fostering positive interactions with local, state and national media, this role actively promotes FARE's projects, objectives and brand.</p>			
Responsibilities			
<ul style="list-style-type: none">• Research and prepare responses to media enquiries, provide proactive and sound media advice and lead the planning and delivery of media announcements• Write media releases, pitches, talking points, articles, blogs, opinion editorials, profiles, case studies, newsletters, letters to the editor and speeches.• Provide daily strategic media advice to the senior leadership team including the CEO and other FARE spokespeople.• Work closely with policy advisers to develop effective communication messages.• Network and maintain positive relationships with key journalists, government, and health sector organisations.• Keep across communications trends, political and current affairs and the daily news cycle to help identify opportunities for effective PR, engagement strategies and tactics.• Analyse media coverage and provide regular media reports.• Build the profile of FARE, our work and the communities we support.• Apply the principles and practices of FARE and adhere to the company's Values and Code of Conduct.• Adhere to all the requirements of the Work Health and Safety Act and relevant regulations, both personally and in relation to the other staff and the organisation in general.• Perform other duties as directed by the Communications and Campaign Director and/or CEO.			
Capabilities			
Role knowledge, skills and attributes			

- A demonstrated ability to assist in the development and implementation of integrated media and communications plans to generate positive proactive media coverage
- Experience in reactive issues management
- An understanding of media needs and established media networks, with high level experience in media liaison
- Excellent written communication skills, with the ability to develop media messages, content and releases and quickly transform complex ideas into clear public messages
- Work well in a team environment, under pressure and with changing priorities and deadlines.
- Organised with impeccable attention to detail, and an ability to anticipate problems and provide suitable solutions.
- Excellent understanding of timelines, with strong time management skills

Personal Attributes:

- You are a natural storyteller who can deliver innovative media campaigns
- You thrive on interacting with multiple stakeholders, establish rapport easily and impress people with your ability to tailor your communication to their needs.
- You convince people, challenge ideas and appropriately articulate information to your audience with strong attention to detail.
- You can multitask, prioritise, and manage your time effectively in rapidly changing and fast-moving environments.
- You are confident, self-starting, and self-motivated – someone who is comfortable building and fostering strong internal and external relationships.
- You have a wide interest in current affairs, and an understanding of the news cycle.
- You are professional, motivated, and ready to learn.

Qualifications or other requirements

- A tertiary degree in communications and/or equivalent work experience.
- Experience in a similar role coordinating media at a not-for-profit, campaigning or community-based organisation.