

JOB DESCRIPTION

Media Lead

ABOUT UNITING

Our purpose: To inspire people, enliven communities and confront injustice.

Our values: As an organisation we are **Imaginative, Respectful, Compassionate and Bold.**

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

ABOUT THE ROLE

Role Purpose

This role leads Media and Social Media strategy and activities to promote Uniting, it's service and advocacy objectives and to protect and enhance its reputation. The position works across Uniting as well as with the Church Media team, Affiliates and Partners to achieve media's strategic objectives.

ROLE KEY ACCOUNTABILITIES

- Works closely with the Head of Department to translate business and strategic objectives into targets, tactical plans and action steps which team members can effectively implement.
- Takes responsibility for ensuring that team members have the necessary resources and capability to deliver high quality work. Regularly assesses team member performance, sets objectives and establishes active development plans.
- Understands industry trends and commercial implications, and demonstrates knowledge of the impact department advice has on the other Directorates in Uniting.
- Contributes to the development and evaluation of changes and improvements to the to the services provide by the department/team and ensures that changes support the viability of Uniting.
- Provide consistent and visible leadership in Work, Health and Safety behaviours and actions within the team and department, and ensure there is a safe working environment and that staff are properly trained to be able to work in a safe manner.

- Confidently establishes and maintains a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Media Lead your role specifically will include:

- With the Head of Department, planning and developing the Media and Social Media strategy that elevates the Uniting brand and is consistent with Uniting's advocacy strategy
- Supervising and supporting team members to implement the Media and Social Media strategy with operating plans and measurable outcomes
- Expertly guiding Media and Social Media opportunities
- Providing expert advice and management of Media and Social Media during crises and issues, and proactively anticipating reputational risks
- With other Uniting teams as appropriate, developing and implementing a program of recurring public relations/thought leadership campaigns to support Uniting strategy and objectives
- Leading and developing feature articles, editorials and other communications initiatives for external audiences that position Uniting as a thought leader on relevant advocacy issues
- Leading and creating Media content and collateral including news releases, fact sheets, briefing packs, talking points, photos, video news releases, radio news releases, video and audio content and other content as required
- Drafting speeches and presentations for Executive team
- Provide specialist expertise in Media management to support internal clients
- Monitoring external trends and practices, and actively applying these insights to Uniting's Media and Social Media activity
- Provide guidance for Media support on marketing/brand campaigns
- Lead formative and evaluative research methodology, including monitoring of Media coverage, including campaign reporting, and quarterly reporting and analysis
- Providing expert and proactive program of Media training and coaching to senior internal stakeholders to ensure that Uniting is professionally represented in the Media by well supported spokespeople
- Leading development and evaluation of Media and News sections on Uniting website
- Ensuring consistency and alignment with stakeholders within the Uniting Church in relation to Media campaigns and issues
- Being flexible with working hours, with out of hours work required

ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

Your directorate: Mission, Communities and Social Impact
You'll report to: Head of Advocacy and Media

YOUR KEY CAPABILITIES

People Leadership

- **Delivers performance through others** - Clearly delegates and assigns responsibility, evaluating performance along the way.

- **Creates and builds the capability of our people** - Enriches Uniting's overall capability through selection, feedback & the development of excellent people
- **Builds diverse, highly engaged teams** - Builds effective teams with the morale and capability to cope with change effectively.

Business Leadership

- **Demonstrates Business Acumen & Delivers Results** - Understands Uniting's business, market and competitors and drives to deliver ever improving results.
- **Develops and Grows the Business** - Understands the changing market landscape and positions Uniting for growth.
- **Reaches Commercial Decisions** - Makes effective commercial decisions with the information, time and resources available

YOUR QUALIFICATIONS & EXPERIENCE

Qualifications:

Bachelor qualification in a relevant field or equivalent experience, including Media, Communications or Journalism

Experience:

- This is a management role, typically requiring 6 or more years' experience, including two or more years' experience supervising a small team of specialists. You will have excellent written and verbal communication skills, be organised, systematic, thorough, accurate and disciplined.
- Proven ability to apply strategic level thinking, problem solving and decision making to the resolution of complex issues, and to steer Media stakeholders through this process
- Proven track record in Media management, including in-house or agency experience
- Proven experience managing complex communication campaigns
- Experience using formative and evaluative research methodologies
- Subject matter expert on crisis and issues management
- Strong, established and demonstrable Media network and relationships
- The ability to work effectively with photographers, film makers and multimedia producers to develop compelling Media products for a range of platforms
- First class editing and sub-editing skills. Strong attention to detail
- Proven track record in proactively recognising and responding to advocacy opportunities
- Understanding of Social Media strategy and implementation

Even better:

- A solid understanding of marketing (digital and traditional) will be a distinct advantage
- Success in developing and implementing public communication and social justice issue campaigns
- Experience producing content for broadcast Media, including video and radio news releases and content
- Social Media experience

Employee Name:		Managers Name:	Emma Maiden
		Title	Head of Advocacy and Media
Date:		Date:	
Signature:		Signature:	