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| **Mission Australia** |
| About us: | Mission Australia is a non-denominational Christian organisation that has been helping people regain their independence for over 155 years.We’ve learnt the paths to getting back independence are different for everyone. This informs how we help people, through early learning and youth services, family support and homelessness initiatives, employment and skills development, and affordable housing. Our nationwide team delivers different approaches, alongside our partners and everyday Australians who provide generous support.Together we stand with Australians in need, until they can stand for themselves. |
| Purpose: | Inspired by Jesus Christ, Mission Australia exists to meet human need and to spread the knowledge of the love of God.*“Dear children, let us not love with words or speech but with actions and in truth.” (1 John 3:18)* |
| Values: | Compassion Integrity Respect Perseverance Celebration |
| Goal: | To reduce homelessness and strengthen communities. |
| **Position Details:** Position Title: Head of Media & Corporate Affairs |
| Status:  | Fixed term full-time (maternity leave cover) |
| Reports to: | General Manager Sector Engagement |
| Position Purpose: | To manage Mission Australia’s public affairs in support of organisational strategic directions 1 & 2 of the 2014 -2017 strategic plan - “an inspiring and well known organisation” that “will affect social change by being a courageous voice and advocate for people in need”. Own, drive and implement an Internal Communications Strategy which ensures Employees are informed of Business and Strategic initiatives.Consistent with the above the position will support the CEO in developing an organisational narrative for dissemination to external and internal audiences through variety of channels.During the term of this appointment, Mission Australia will be finalising and implementing a revised strategic plan. The successful applicant will be expected to work with the organsiation’s Executive in implementing communication strategies in support of the revised plan.  |
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**Position Requirements (What are the key activities for the role?)**

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| **Key Result Area 1 National media management** |
| **Key tasks** | **Position holder is successful when** |
| * Develop and implement a national media strategy aligned with organisational policy and advocacy goals
* Utilise tactical media opportunities to promote MA consistent with the above and organisational strategy
* Develop key messages to media on organisational priorities
* Develop MA’s critical incident media management plan
* Develop and maintain relationships with national social affairs journalists.
* Manage MA Twitter content
* Media monitoring and reporting
* Provide management support to the Media Manager, Internal Communications Manager and Communications Coordinator
 | * Annual media strategy adopted and KPIs on media mentions achieved
* As measured by KPIs for media hits
* Key messages prepared for policy, advocacy and business priorities
* Protocols and register maintained and issues managed in media
* Media hits from relevant journalists
* Regular reports to CEO, ExCom and Board
* Direct reports meets KPIs
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| **Key Result Area 2 Internal Communications management** |
| **Key tasks** | **Position holder is successful when** |
| * Develop an overarching Internal Communications Strategy that informs, engages and inspires staff
* Ensure all communications reflect the Mission Australia strategic plan, strategic initiatives, business rhythm, communications and brand strategy
* Ensure internal communication activities are ‘fit for purpose’ across multiple communication channels and media formats
* Oversee internal communications via ‘My mission’, the Mission Australia Intranet
* Engage staff through inspiring good news stories
* Develop and implement evaluation methods that demonstrate the impact of communication efforts
 | * CEO feels confident and supported in all internal communications needs
* CEO and Executives are appropriately supported and visible to staff across the organisation
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| **Key Result Area 3 State Media Management** |
| **Key tasks** | **Position holder is successful when** |
| * Management of state media consultancies to support national media strategy, Service Delivery and state directors
* Set and manage budgets for the above
* Ensure utilisation of metro, regional and local media to promote MA advocacy, programs and initiatives
 | * Consultancies managed within budget and level of state coverage meets KPIs
* Level of local coverage meets KPIs
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| **Key Result Area 3. CEO support** |
| **Key tasks** | **Position holder is successful when** |
| * Provide media and messaging advice to the CEO
* Support the CEO in building profile and narrative including:
	+ Preparation and placement of CEO opinion pieces
	+ Proactively identify media opportunities for the CEO
* Support the CEO through preparation of speech and speaking notes as required
 | * No. of CEO opinion pieces and interviews meet KPI’s to satisfaction of CEO
* Support material provided to satisfaction of CEO
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| **Key Result Area 4. Organisational collaboration** |
| **Key tasks** | **Position holder is successful when** |
| * Collaborate with the Sector Engagement Leadership team to ensure media coverage for MA’s policy, advocacy and research
* Collaborate with the Communications team to ensure alignment of internal and external comms with media messaging and narrative
* Develop relationships with and provide advice on media to the Executive Leader Service Delivery, state directors and their senior teams
* Develop relationships and collaborate with counterparts in sector peaks to advance MA and sector messaging
 | * Regular meetings held with Sector Engagement Leadership team and Marketing. Timely publication of media statements and opinion pieces on internet/intranet as appropriate
* Regular meetings held with Service Delivery Leadership team and state directors
* Relationships and media collaboration with ACOSS, Early Childhoood Australia, SVA etc.
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| **Key Result Area 5. Media protocol and training** |
| **Key tasks** | **Position holder is successful when** |
| * Develop and ensure organisational adherence to MA’s media protocols including critical incident media management
* Provide training and advice on media management to senior management as required
 | * Media protocols are accessible and understood my management
* Gaps identified and training provided within budget resources
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| **P** **Purpose and Values** |
| * Actively support Mission Australia’s purpose and values;
* Positively and constructively represent our organisation to external contacts at all opportunities;
* Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behaviour at all times;
* Operate in line with Mission Australia policies and practices (EG: financial, HR, etc.);
* To help ensure the health, safety and welfare of self and others working in the business;
* Follow reasonable directions given by the company in relation to Work Health and Safety.
* Follow procedures to assist Mission Australia in reducing illness and injury including early reporting of incidents/illness and injuries
* Promote and work within Mission Australia's client service delivery principles, ethics, policies and practice standards
* Actively support Mission Australia’s Reconciliation Action Plan.
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**Recruitment information**

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| **Qualification, knowledge, skills and experience required to do the role** |
| * Tertiary qualifications relevant to media, communications and/or community sector
* Experience in journalism, media & public affairs or government media relations
* Highly developed writing and communication skills and the ability to produce written material with tight deadlines
* Staff and consultant management capacity
* Budgeting and financial skills
* Excellent organisational skills to manage competing demands on resources
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| **Key challenges of the role** |
| * Capacity to collaborate with a wide range of internal and external stakeholders in a challenging and dynamic environment
* Providing visibility to internal and external stakeholders of MA’s media impact
* Striking a balance between MA policy, advocacy and business priorities in media messaging
* Maximising media impact with limited resources
* Managing national media needs and opportunities with CEO support requirements
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**Approval**

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| **Manager name**  |  | **Approval date** |  |