**JOB DESCRIPTION**

# Media and Public Relations Manager

# **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 is responsible for managing the Media and Public Affairs activities for Uniting and its businesses. This role will assist with developing media strategies that provide positive coverage of Uniting and the work that we do. You will also be instrumental in protecting and enhancing the reputation of the organisation, through robust and responsive Media management.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Social Impact and Advocacy Directorate in the Media and public affairs team through the following:

As the Media and Public Affairs Manager, your role specifically will include:

* Assisting with the development of the Media and Public Relations strategy and operational plan
* Working with the Media and Public Affairs lead to proactively seek out opportunities for media to elevate the Uniting brand, including maintaining a proactive calendar of events and activities
* Assist with the management of Media during crises and issues, including maintaining and managing an issues log and reactive Media holding statement library
* Advising in Media management to support internal clients
* Developing feature articles and editorial material for external; audiences to position Uniting as a thought leader relevant advocacy issues
* Manage, consider, triage and respond to Media requests
* Working closely with stakeholders within the Uniting Church on Media campaigns, as needed
* Providing Media and Public Affairs support for brand and marketing campaigns
* Collate, report and analyse Media coverage reports, on a campaign and project basis
* Evaluate campaigns and Media activity
* Coordinate and conduct media training and manage media relationships to ensure the organisation is professionally represented in the media to relevant identified internal stakeholders
* Develop and implement media and public relations support for social justice and advocacy campaigns
* Create stories that are suitable for use across the various media platforms available to Uniting including internal communications channels and platforms
* Work closely with the *Digital Manager Storytelling* and *News and Storytelling Coordinator* to identify articles suitable for Media audiences
* Being flexible with working hours, with out of hours work required
* Actively promoting safe work practices in the workplace during all activities consistent with Uniting’s policies and comply with all WH&S legislation, policies and procedures.
* Actively contributes to a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

# 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:** Social Impact and Advocacy

**You’ll report to:** Bronwen Reed, Media Lead

# YOUR KEY CAPABILITIES

**Individual leadership**

* **Improving performance -** Works with others and offers suggestions to find ways of doing the job more effectively.
* **Owning the job -** Takes ownership for all responsibilities and honours commitments within their own role and strives to achieve goals with a "can-do" attitude to levels of excellence.
* **Perseverance** - Remains committed to completing the job in the face of obstacles and barriers.
* **Timeliness of work -** Sets achievable timeframes and works to complete projects, tasks and duties on time.
* **Organisational Operation -** Displays awareness of Uniting’s business objectives and understands how personal objectives relate to those objectives.
* **Organisational Objectives -** Has broad awareness of Uniting’s vision and values and how they apply to issues in the team.
* **Develops and Grows the Business –** Understands team and organisational goals and works collaboratively with Team Members to achieve organisational goals**.**
* **Makes Sound Decisions –** Analyses problems, seeks input from relevant people and then takes appropriate action to implement the most effective solution in a timely manner.

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

Bachelor qualification in a relevant field or equivalent experience.

**Experience:**

Typically, this role will require 5 or more years’ experience in your field of expertise. You will have excellent written and verbal communication skills, be organized, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Experience in a Media background, including in-house or agency experience
* Strong experience in crisis and issues management
* Established Media network and relationships
* Experience drafting Media material in all formats
* Experience drafting speeches and talking points
* Experience working with photographers, film makers and multimedia producers to develop proactive Media products for a range of platforms
* Strong communication and presentation skills. Strong attention to detail
* First class writing skills
* Proven experience implementing and evaluating communication campaigns

**Even better:**

* Journalism background or Media experience in a commercial business, in a listed company
* Experience in implementing Media programs for public communication and social justice campaigns
* Social media experience
* Understanding of marketing (digital and traditional)

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| **Employee Name:** |  | **Manager’s Name:****Title** |  |
| **Date:** |  | **Date:** | **Nov 2022** |
| **Signature:** |  | **Signature:** |  |