

JOB DESCRIPTION

Media and Communications Advisor

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 supporting 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 as well as build and maintain relationships with business areas, to help identify, plan and program opportunities to tell stories about the work of Uniting and elevate the brand. 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 Mission, Communities and Social Impact Directorate in the Media and Social Media team through the following:

- Providing analysis of relevant research and operational information and assisting managers to evaluate and integrate the information they receive.
- Coordinating and maintaining team management systems and ensuring relevant information is input on a consistent and regular basis.
- Providing a collection of relevant data to assist with budgeting, the operation of the team and production of regular reports.
- Conducting specialised studies as required, providing insights into the operation of the team and the organisation.

- 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.

As the Media and Communications Advisor, your role specifically will include:

- Assisting with the development of the Media strategies and operational plans for Uniting directorates
- Build strong relationships internal stakeholders, journalists and commentators to proactive plan and develop content for owned, paid and earned media
- Develop and manage media opportunities, maintain a central database of story briefs, calendar of events and proactive activities
- Develop and manage content on the Uniting newsroom web page
- Work with the Media 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
- Providing Media support for brand and marketing campaigns
- Collate, report and analyse Media coverage reports, on a campaign and project basis
- Report on media and public affairs activity and achievements – daily, monthly, quarterly and annually (and on request) reporting and post implementation reviews
- Coordinate and conduct media training and manage media relationships to ensure the organisation is professionally represented in the media to relevant identified internal stakeholders
- Create stories that are suitable for use across the various media platforms available to Uniting including internal communications channels and platforms
- Work collaboratively with media, advocacy and social media teams
- 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:	Media and Social 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.

Business Acumen

- **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 3 or more years' experience in your field of expertise. You will have excellent written and verbal communication skills, be organised, systematic, thorough, accurate and disciplined. 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 Communications or Media background, including in-house or agency experience
- Professional writing skills, and a capacity to adapt style and tone according to audiences and communication channels.
- Strong experience in crisis and issues management
- High level of experience drafting written material in all formats
- Experience drafting speeches and talking points
- Understanding of changing media landscape
- Strong communication and presentation skills. Strong attention to detail
- 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

Employee Name:		Manager's Name:	Em Barber
		Title	Media / Social Media Lead

Date:		Date:	18 January 2022
Signature:		Signature:	<i>E. Barber</i>