

MEDIA ADVISER

Position description March 2021

Are you a media specialist with a passion for environmental justice? We are seeking a Media Adviser with 3+ years' experience to work with our dynamic team.

The Media Adviser works collaboratively to lift EJA's media presence, ensure the work that EJA does reaches our target audiences and help shape the public narrative on the environmental issues we work on.

This exciting opportunity will suit an experienced media specialist with a strong grasp of campaigning and a genuine interest in the power of people to make change. This role will allow you to make your mark in environmental and public interest law fields, working in a small but dynamic organisation.

This role will see you continue to build the profile of the legal and advocacy work done by EJA by leading on our media strategy and engagement. Working collaboratively with our lawyers and other staff, you will develop and implement organisational and campaign-specific media strategies.

Reporting to the Communications Director, you will provide expert advice and strategic direction on media opportunities, train and support EJA's spokespeople, develop and execute media activities and monitor, evaluate and report on media goals.

The position is a 4-5 days per week fixed-term position for 12 months, with the possibility of extension beyond this date depending on funding. The position is based in Melbourne at EJA's head office but working elsewhere in Victoria or NSW would be considered for the right candidate prepared to travel.

Environmental Justice Australia is an equal opportunity employer. Aboriginal and Torres Strait Islander people, women, people from culturally and linguistically diverse backgrounds, LGBTQI people and people with a disability are encouraged to apply.

Who we are

Environmental Justice Australia is a leading public interest legal organisation. We are a passionate team of lawyers and campaigners supported by administrative, communications and fundraising staff.

Our lawyers act on behalf of people and community organisations to safeguard health, to protect magnificent forests, rivers and wildlife, and to tackle climate change.

We use our legal expertise to be a powerful force for change and to create a better legal system that delivers environmental justice for all.

We are a lean but high-impact organisation. We work on issues and in areas of Australia where we can have the most impact.

We are non-profit, donor-funded, supporter-driven and reliant on backing from the community.

Position purpose

The Media Advisor develops and delivers media strategies and content, co-ordinates media activities, builds effective working relationships with journalists, provides support and training to EJA staff and clients who engage with media and provides strategic communications advice to further EJA's mission to deliver environmental justice to nature and community.

Responsibilities

- Lead on media strategy and implementation for proactive media stories.
- Respond rapidly to reactive media opportunities.
- Write press releases, develop pitches and create/coordinate other media materials as required.
- Field media enquiries, liaise with journalists, and coordinate responses to media requests.
- Support other staff in pursuing media opportunities across print, online, radio and television and coordinate spokespeople including clients and partners.
- Develop and maintain EJA's media monitoring.
- Monitor and measure media outcomes and impact.
- Participate in all relevant aspects of EJA planning, review and reporting. Contribute to the EJA team and the running of the organisation and office.

Selection criteria

Essential

- At least three years, and preferably more, of experience in a similar media role.
- Demonstrated understanding of the media landscape and media cycle, including the ability to identify key media players and meet journalists' needs; a track record in generating media coverage.
- Demonstrated experience developing and implementing successful media strategies; able to identify media opportunities from EJA's legal and campaign strategies and in reaction to relevant moments in the external world.
- Demonstrated strong written and verbal communication skills and excellent attention to detail. Communicates in a clear and interesting way, with an understanding of the target audience and the objectives of the communication, using a range of communications styles and media channels.
- Works effectively with high degree of autonomy and accountability, and can demonstrate flexibility, initiative and creativity, sound time management and ability to deal with competing priorities under pressure.
- Collaborates and works well with others, shows consideration, concern and respect for others' feelings and ideas, accommodates and works well with the different working styles of others, and treats all people with dignity and respect.
- Demonstrated commitment to environmental or social justice issues.

Desirable

- Experience working at an environmental NGO, social justice advocacy organisation or other related setting.
- Relevant qualifications in communications, journalism or public relations.
- An understanding of the media landscape for current environmental issues.
- Existing relationships and/or knowledge of Victorian and NSW media.
- Experience using Twitter as a media tool.

Terms and conditions

Terms and conditions for these roles will be negotiated based on the following:

- The position is a 4–5 days per week fixed-term position for 12 months with the possibility of extension beyond this date depending on funding.
- Candidates in Victoria and NSW will be considered.
- Out-of-hours work is required occasionally.
- Terms and conditions of employment are based on the SCHADS award and Community Legal Sector Multi-Business Agreement with an over-award salary of \$75,250 to \$88,100 (pro-rata if applicable) depending on experience, plus compulsory superannuation and leave loading.
- EJA staff are currently working from home for part of the working week due to COVID restrictions. The successful candidate will be provided with some support to set up working from home if needed.
- EJA encourages flexible work arrangements and with this role in particular we welcome proposals for flexible work arrangements that meet your needs and respond to the variable nature of the work you will be required to perform.

How to apply

Send us a brief application comprising:

- your resume; and
- a statement of no more than 3 pages detailing why you want to work with us and addressing the selection criteria outlined above.

Email your application to Livia Cullen, Communications Director at livia.cullen@envirojustice.org.au. Please do not send hard copies. Receipt of applications will be acknowledged by email.

Closing date: 30 March 2021 at 5PM