

4. Research and author articles for Planet Ark and other social media sites, newsletters and other media outlets.
5. Create and maintain media contact lists, liaise with individuals and media outlets and develop and manager relationships with key media partners including outlets, PR agencies and contractors.
6. Liaise with existing celebrity spokespeople (or their managers) and assist in the recruitment of new talent
7. Coordiante the development, production and distribution of audio-visual materials (TV & Radio CSAs), web-based advertisements and other broadcast media materials.
8. Support campaign and organisation spokespeople through the development of media messaging, briefing notes and act as a media spokesperson when required.
9. In consultation with relevant campaign managers, oversee the development and running of campaign launch and media sites.
10. Manage the day-to-day activities of the media team and directly supervise the work of the Media Officer and any volunteers and interns working in the team.
11. In collaboration with the Executive Team and Campaign Managers, oversee the development of organisational communications such as the Planet Ark website and Annual Report.
12. Ensure the implementation of Equal Employment Opportunity (EEO), Occupational Health and Safety (OH&S); and public liability requirements are met on all projects.
13. Any other duties as directed by Management.

WORKING RELATIONSHIPS

Internal Relationships	External Relationships
CEO / Directors	Media
Campaigns Manager	Sponsors / Partners / Stakeholders
Campaign Managers	Service Providers – printers, designers, PR agencies, freelance practitioners

DIRECT REPORTS

Media Officer

SELECTION CRITERIA

To apply for this position please respond to each of the points below, demonstrating how you meet that criteria. Where possible give concrete examples of your previous study or work in these areas or your understanding of the concepts underpinning them. Highlight where you believe your skills are transferable from your previous or current work experience to the criteria outlined below.

Essential Criteria

1. Relevant tertiary qualifications and workplace based experience in media, PR and/or communications.
2. Knowledge of the Australian media and media promotions and experience working with the media.
3. Experience in partner/sponsor/stakeholder liaison with strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy.
4. Experience in developing and implementing media plans and strategies to achieve specific aims and objectives.
5. Excellent verbal and written communication skills and experience in writing media releases, articles and externally focused communications for a range of audiences.
6. Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
7. Computer literate with demonstrated ability in generic computer packages such as Microsoft Office and some familiarity with the internet, databases and social networking platforms.

Desirable Criteria

1. Experience working or volunteering in the environment sector or a strong commitment to improving environmental outcomes.
2. Experience in managing and motivating staff or volunteers.