



## Media & PR Officer Job Description and Selection Criteria

### SUBMITTING AN APPLICATION

To apply for this position please address each of the **essential and desirable criteria** (Page 3) and return your application and your CV to Brad Gray via

- E-mail (brad@planetark.org) or
- Post (Planet Ark, Level 2, 15-17 Young Street, Sydney, 2000).

Applications need to be submitted by mid-night Friday 30<sup>th</sup> September.

If you have any questions feel free to call on 02 8484 7200.

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**HPW:** Full- time position

**SUPERVISOR'S TITLE:** Media Manager and Head of campaigns

### FUNCTION & PURPOSE

Work with the PR and Media Manager and Campaign Managers to support the planning, implementation and evaluation of Planet Ark's media based activities.

### RESPONSIBILITIES

1. Assist the PR & Media Manager to maximise coverage of Planet Ark's campaigns including: developing media plans; distributing and following up media releases, CSAs and other media resources; booking interviews; and responding to media requests.
2. Assist in the evaluation of Planet Ark's media based activities including: monitoring media clips; editing web grabs and scanned documents using photo shop; providing analysis of coverage as required; compiling, formatting, proofreading and editing the media elements of campaign evaluation report.
3. Undertake various media and communications support activities including: taking the lead in compiling the range of Planet Ark e-newsletters including Aware, GreenWorks

and GreenSchools; assisting with the coordination of CSA shoots; liaising with media spokespeople; and so on. .

4. Participate in relevant meetings including the General Staff Meetings, campaign team meetings, media team meetings, supervision, external meetings and identify and undertake professional development opportunities.
5. Assist at occasional Planet Ark functions such as National Tree Day and National Recycling Week events.
6. Ensure personal adherence to the Planet Ark HR Manual.
7. Any other duties as reasonably directed by Management.

## **WORKING RELATIONSHIPS**

<b>Internal Relationships</b>	<b>External Relationships</b>
Media and PR Manager	Media
Campaigns Managers	PR Agencies
Head of Campaigns	Other suppliers & contractors
All Staff	

## **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/or workplace-based experience in media, PR and/or communications.
2. Knowledge of or an interest in the Australian media and media promotions.
3. Strong interpersonal skills, a good phone manner and a capacity for problem-solving and diplomacy.
4. Sound verbal and written communication skills and experience in writing for a range of audiences including writing media releases and articles.
5. Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work effectively to meet tight timeframes.
6. Attention to detail and an ability establish systems for the smooth and effective operation of an office environment.
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.
8. Willingness to work with others to achieve shared objectives.

### **Desirable Criteria**

1. An interest in improving environmental outcomes.
2. Experience working or volunteering in the environment sector.