



**Media & Communications Co-ordinator  
POSITION DESCRIPTION**

<b>Position:</b>	Media & Communications Coordinator	<b>Reports to:</b>	Finance & Business Manager
<b>Award:</b>	SCHADS	<b>Classification:</b>	Level 4
<b>Status:</b>	Part-time (0.4 FTE)	<b>Location:</b>	16 Hutt Street, Adelaide

**Purpose of Role**

The purpose of this role is to implement and manage ARAS Media and Communications strategy. This will involve managing the ARAS website, campaigns, printed media, newsletters, and the promotion of the organisation’s events, activities, and brand awareness through multiple media, social media and communications channels.

ARAS operates in a dynamic, rapidly changing environment which requires flexibility, adaptability, initiative as well as excellent organisation and problem-solving skills.

The Media & Communications Coordinator works with the CEO, Senior Managers and team members, as well as a broad range of stakeholders including Board members, Government representatives and departments, other Advocacy services, external businesses, and other state and national organisations to develop strategies and create content to;

- support ARAS’ advocacy objectives;
- strengthen ARAS’ role as a trusted voice on ending Elder Abuse;
- build the political and community will to invest in solutions to the problems facing older Australians;
- deliver on ARAS Strategic direction.

<b>Key Responsibilities</b>	<b>Key Performance Indicators</b>
1. Communications Support	1.1 Assist the CEO to maintain timely and effective internal and external communications. 1.2 Lead and monitor implementation of a style guide for all external and (where appropriate) internal communications materials. 1.3 Manage incoming and outgoing communication (telephone, electronic, hard copy and in person), ensuring it is responsive, welcoming and effective. 1.4 Draft and edit correspondence, communications, presentations and other documents. 1.5 Develop and implement streamlined and user friendly systems, processes and tools to facilitate effective internal and external communication. 1.6 Assist with management of the ARAS external calendar of events and internal Team Group Calendar. 1.7 Support the planning and execution of functions and events. 1.8 Contribute to the development and delivery of communication

	strategies for events, forums and policy submissions.
2. Media management	<p>2.1 Develop and disseminate a variety of electronic and printed communication.</p> <p>2.2 Maintain the ARAS website and social media presence.</p> <p>2.3 Build strong media relationships and produce press releases and articles to gain coverage and grow the ARAS brand.</p> <p>2.4 Develop and implement ARAS media campaigns, in consultation with the Senior Management team.</p> <p>2.5 Develop and maintain relationships with journalists and media outlets.</p> <p>2.6 Develop, implement and evaluate ARAS media strategy in consultation with the Senior Management team.</p> <p>2.7 Monitor daily media and advise on reactive media opportunities.</p> <p>2.8 Develop and pitch proactive media opportunities in consultation with the Senior Management team.</p> <p>2.9 Write and distribute media releases and op-eds.</p>
3. Office and organisation systems	<p>3.1 Assist with the establishment and implementation of organisational systems and processes to ensure a smooth running and efficient office including maintaining electronic and manual files and keeping records up to date, secure and accessible</p> <p>3.2 Support the development, implementation, review and improvement of organisational policies, procedures and practices in areas such as HR, Workplace Health and Safety, IT, legal and regulatory compliance and office procedures.</p>
4. Continuous Quality Improvement	<p>4.1 Participate in organisational communication and development systems e.g. staff meetings, planning/review days, and QA programs.</p> <p>4.2 Adopt quality improvement principles to ensure improvement in practices and effective use of resources in order to improve performance of consumer services.</p> <p>4.3 Work with other team members to improve service outcomes for consumers and employees by effective complaint management, stakeholder feedback and responses to service audit processes.</p> <p>4.4 Participate in and contribute to Continuous Quality Improvement systems and any relevant quality review or accreditation.</p>
5. Personal & Professional Development	<p>5.1 Ensure the successful completion of individual training and development activities to update knowledge and skills relating to legislative, policy, and system, procedure, product and service requirements inherent in the current duties.</p> <p>5.2 Demonstrate knowledge of the organisation's policies and procedures and a commitment to keep updated on emerging changes.</p>
6. Know and apply ARAS policies and procedures	<p>6.1 Demonstrated alignment to the ARAS mission and values, including the strategic plan.</p> <p>6.2 Model and foster behaviours aligned with the ARAS Code of Conduct.</p> <p>6.3 Evidence of harmonious working relationships with other employees, volunteers and other stakeholders.</p> <p>6.4 Management of risk and ensure compliance with WHS to the highest standards.</p>

### Qualifications/Skills

- A degree in in Public Relations, Journalism or a related field is required.
- A minimum of 5-7 years experience in copywriting and proofreading within a Public Relations, Journalism or Communications role.
- Previous experience (minimum 5 years) in media relations and a track record in securing media coverage.

- A minimum 5 years experience in online communications including: developing and implementing online strategies and maintaining websites.
- Demonstrated ability to work independently and flexibly, as well as part of a team.
- Demonstrated ability to organise work, manage time, determine priorities and meet deadlines.
- Commitment to social justice and the mission and vision of ARAS.

**Knowledge and experience**

- Proven background within marketing and communications
- Exceptional writing skills
- Understanding of marketing for fundraising and fundraising events/campaigns
- Experience setting a media & communications strategy
- Ability to develop relationships with the media and gain press/media coverage
- Brand management experience
- Social media management
- A passion for working in a small, dedicated organisation

**Specific employment requirements**

- Satisfactory National Police Clearance required (must be less than 12 months old at time of joining).
- Work outside of normal office hours may be required from time to time.
- Current driving licence and willingness to drive for work purposes.
- Travel may be required within South Australia and interstate.

**MONITORING, EVALUATION AND REVIEW**

<b>Status:</b>	APPROVED	<b>Control:</b>	Human Resources
<b>Approved by:</b>	CEO	<b>Version:</b>	1.0
<b>Effective Date:</b>	June 2018	<b>Review Date:</b>	July 2019

**Acknowledgement**

*I, ..... acknowledge that I have read and understood the key position duties described in this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability. I also understand that at times I may be required to undertake additional duties relevant to the position that are not listed in this statement and that fall within my competency and skill set. I have received a copy of this Position Description.*

**Employee**

**Name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Human Resources Manager**

**Name:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date** \_\_\_\_/\_\_\_\_/\_\_\_\_