

Experienced Media Adviser

The Position

Be part of a team that's proud to work for the organisation that's secured some of the biggest wins for Australian wilderness and nature: stopping the damming of the Franklin River forty years ago, protecting k'gari / Fraser Island from sand mining, defending forests the length and breadth of this continent and in lutruwita / Tasmania, or more recently kicking big oil out of the Great Australian Bight.

Across the decades, media coverage has been a key part of the Wilderness Society's success. Now, we're seeking an experienced media adviser to ramp up how we develop stories and maximise media coverage of the Wilderness Society brand and our campaign agenda to secure better protections for land and sea across the continent.

You will be happy to pitch strategically aligned and powerful stories across a range of media outlets to promote the Wilderness Society and our work, with a focus on advancing campaign outcomes.

You enjoy maintaining media relationships and are expert at preparing media briefers and other collateral. You can quickly identify media opportunities and have a proven track record at building the media profile and skills of key staff.

The role will proactively identify opportunities to elevate Wilderness Society campaigns and brand by leveraging trending topics in the news cycle, social conversations and external events. You will use these opportunities to deepen engagement with key target audiences, in line with the organisation's campaign plan and communication strategy. In doing all this, you'll work closely with the National Campaigns Director and the Communications Manager.

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| Employer | The Wilderness Society Ltd | Department | Communications |
| Location | Melbourne, Sydney, Canberra | Level | 6 |
| Tenure | Full time, fixed term 24 months | Hours | 37.5 (9am - 5pm including some irregular hours when the unique demands of media and/or campaigns require it) |
| Reports to | Communications Manager | | |

Responsibilities



Key Responsibilities

Strategy and Delivery

- Help build the visibility, influence and perception of the Wilderness Society brand with key audiences, supporters and stakeholders
- Raise the profile of the Wilderness Society and key staff in relation to key campaign topics
- Shape often complex campaign topics, desired campaign objectives and reports into clear, media-friendly statements, stories, pitches and visuals
- Maintain relationships with journalists, keep media lists up-to-date and respond promptly to media enquiries
- Develop a daily media summary, use media listening tools to report on Wilderness Society mentions and key topic areas, identify stories of interest to share on social
- Work with the Communications Manager and National Campaigns Director to decide how best to respond to media enquiries, both proactive and reactive opportunities, including shaping an appropriate organisational response
- With support from the Communications team, prepare media collateral including media releases, briefing packs, statements and develop other collateral (video, data, maps, social media)
- Edit, distribute and upload media releases developed by campaigners, campaign centre managers and other key internal stakeholders
- Develop longer form story ideas and pitch them to appropriate media outlets
- Work with key spokespeople including CEO, NCD and campaigners to build their media profile and develop media skills; support media appearances where appropriate
- Help the Supporter Care team to moderate and respond to feedback, questions, comments and replies on our social media channels when required
- Keep up-to-date with the latest communications trends to maximise opportunities for Wilderness Society
- Some out-of-hours and weekend hours may be required at times. We are a flexible workplace with staff able to work remotely and in the office.

Budget management, reporting and campaign evaluation

- Ensure all activity is delivered within agreed budgets and established timeframes
- Track and report on the performance of media mentions and engagement

People and Communication

- Engage with the Communications team in daily content planning and scheduling via Zoom.
- Ensure all external interactions portray TWS as a professional and caring organisation with a passion for its purpose.
- Work closely with subject matter experts and campaign leads across all organisational locations and campaign centres.
- Actively seek professional development.

Risk Management and Compliance

- Work within the organisation's system governance frameworks.
- Support a safe and healthy work environment through participation in Work Health, Safety and Wellbeing initiatives.



- Ensure organisational integrity by operating in accordance with legal and organisational requirements in relation to governance and compliance.
- Actively participate in identifying and mitigating risks within the organisation's risk management framework.

Knowledge and Skills

| Essential | Desirable |
|---|--|
| <ul style="list-style-type: none">• Tertiary qualifications in communications, journalism, PR or equivalent experience• A minimum of 5 years of experience in a media adviser, journalism or public relations role• Experience working with media outlets (print, radio, television, digital), responding to media enquiries and briefing spokespeople• Solid understanding of the media landscape in Australia, particularly in the environment, climate, politics and science• Demonstrated ability to identify and write media-ready stories and messaging for spokespeople• Strong organisational skills, attention to detail, excellent verbal/written communication, proofreading skill.• Experience coordinating multiple stakeholders and priorities.• The ability to edit and adapt complex issues into simple concepts and tailor messages to different audiences and mediums.• Experience with media monitoring platforms and distributing media updates.• Commitment to the Wilderness Society's values• Collaborative by nature, with experience working across dispersed teams and comfortable with absorbing and applying constructive feedback from colleagues. | <ul style="list-style-type: none">• Experience working with First Nations organisations• Experience working with international media markets• Experience or engagement with Environmental NGOs.• Experience responding on social media to breaking news situations or on controversial issues.• Experience developing digital media to support stories across owned channels• A proven commitment to, and understanding of, the not-for-profit sector• Previous experience with digital marketing and social media platforms.• Provide media training for broadcast presentation• Experience working remotely with a team via video and shared digital collaboration channels (Trello, Workplace, Google Docs, Zoom) |