

## Position Description

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### Media and Communications Manager

Permanent position

Full time with flexible working available

#### 1. The Public Interest Advocacy Centre

The Public Interest Advocacy Centre (PIAC) is a leading social justice law and policy centre. We build a fairer, stronger society by helping to change laws, policies and practices that cause injustice and inequality.

Our work combines:

- Legal advice and representation, specialising in test cases and strategic casework;
- Research, analysis and policy development; and
- Advocacy for systems change and public interest outcomes.

We actively seek to collaborate and partner in our work to maximise its impact. Our priorities include reducing homelessness; First Nations justice; climate change and social justice; equality and non-discrimination; asylum seeker health rights; and the fair use of police powers.

#### 2. Position overview

PIAC's Media and Communications Manager works across the organisation to develop and deliver effective communication strategies to help achieve PIAC's purpose.

This includes

- using traditional and social media to expose injustice and disadvantage, engage the public and decision-makers and influence debate;
- producing effective publications and direct communications with PIAC's supporters to build support for our work;
- working with PIAC staff and clients to enable them to engage effectively with the media.

The position reports to the Director, Policy and Advocacy and works closely with PIAC's Relationships Manager to support high quality communication with PIAC supporters.

#### 3. Major accountabilities

1. Work proactively with PIAC teams to identify, develop and deliver
  - media and communications strategies; and

- opportunities for impactful communications across multiple platforms to advance PIAC's purpose and achieve impact.
2. Respond to media enquiries and develop relationships with relevant media agencies and journalists to initiate and secure opportunities to promote PIAC's work and build the organisation's reputation as a reliable source of comment.
  3. Support PIAC staff and clients to engage effectively with the media.
  4. Design and execute impactful social media strategies with high quality content for PIAC's social media accounts such as Twitter, LinkedIn and Facebook.
  5. Manage PIAC's website and produce high quality content to profile and promote our work.
  6. Produce PIAC's electronic Bulletin and other direct communications to engage PIAC's community with our work.
  7. Produce and/or contribute to other PIAC communications, including the annual report, fundraising appeals, videos and brochures to profile our work.
  8. Contribute to the successful implementation of PIAC's Reconciliation Action Plan.

#### **4. Knowledge, skills and experience**

##### **Essential**

1. Experience in working with media, existing networks across media and the ability to identify and develop media opportunities.
2. Exceptional writing skills and experience producing compelling content across diverse media platforms.
3. Experience devising, implementing, managing and evaluating media and communications strategies.
4. Well-developed interpersonal skills and the capacity to develop formal and informal relationships and networks.
5. Project management skills, including the ability to produce high-quality work to deadline.
6. Demonstrated capacity to work with a team to produce quality results.
7. Demonstrated understanding of the issues facing people experiencing social and economic disadvantage.

##### **Desirable**

8. Experience delivering multi-platform content, particularly in an advocacy or campaign context.
9. Tertiary qualifications in media or communications.
10. Experience in the community sector.

#### **5. Conditions**

Annual salary range: \$106,108 – \$110,538 (Level 7 on PIAC's salary scale) plus leave loading and superannuation. PIAC is a Public Benevolent Institution and is currently able to offer salary packaging subject to PIAC's Salary Sacrifice Policy.

The position is offered full-time, with an opportunity to negotiate flexible working arrangements with the successful candidate.

PIAC requires all employees to have up-to-date COVID-19 vaccination.

## **6. Applications**

Your application should be no longer than 6 pages in total. An application should comprise a cover letter, resume, and a statement outlining your suitability for the role with reference to the selection criteria (see 'knowledge, skills and experience').

Applications should be sent by email to [jobs@piac.asn.au](mailto:jobs@piac.asn.au)

Inquiries about the position should be addressed to:

Alastair Lawrie  
Director, Policy and Advocacy  
[jobs@piac.asn.au](mailto:jobs@piac.asn.au)