



Positive environmental actions, for everyone.

## JOB DESCRIPTION

<b>ROLE:</b>	PR and Media Manager
<b>MANAGER:</b>	Head of Campaigns
<b>DIRECT REPORTS:</b>	PR and Media Coordinator; PR and Media Officer
<b>LOCATION:</b>	Sydney
<b>HOURS:</b>	37.5 hours per week
<b>DATE:</b>	November 2016

### FUNCTION & PURPOSE

The primary objectives of the PR and Media Manager role are:

- To manage Planet Ark's media exposure with the aim of encouraging individuals, businesses and communities to reduce their impact on the environment.
- To promote Planet Ark's environmental messaging and campaign partners and sponsors through the full range of media channels.

### PRINCIPAL DUTIES & RESPONSIBILITIES

1. Develop and implement media strategies in support of organisational and campaign aims in partnership with the relevant campaign managers.
2. Develop and distribute releases to the full range of media outlets including national, suburban and regional TV, radio and print, and proactively seek media opportunities that support the organisation's and campaign objectives.
3. Evaluate and report on the reach and impact of media activities through

regular media monitoring, and contribute results, copy and samples to campaign evaluations.

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 manage 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. In conjunction with the Audio/Visual Projects Manager, coordinate 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 and briefing notes, and act as a media spokesperson when required.
9. In conjunction with relevant campaign managers, oversee the development and running of campaign launch and media sites.
10. In collaboration with the Executive team and campaign managers, contribute to the development of organisational communications such as the Planet Ark website and Annual Review.
11. Directly supervise and monitor the performance of the PR & Media Coordinator and provide timely feedback and support, including regular performance appraisals and identification of training, mentoring and other professional development needs.
12. Ensure personal adherence to Planet Ark's HR Manual and oversee adherence of the PR & Media Coordinator.
13. Contribute to other organisational activities beyond the scope of the PR & Media Manager role as agreed and any other duties as reasonably directed by

the Head of Campaigns.

## WORKING RELATIONSHIPS

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INTERNAL	EXTERNAL
Head of Campaigns	Media
PR & Media Coordinator	Campaign and program sponsors and agencies
Campaign Managers	Government bodies and representatives
A/V Projects Manager	Businesses
IT team	Industry bodies
Business Development and Marketing Manager	Service providers
HR Advisor	Schools and community groups
CEO	General public

## ESSENTIAL SELECTION 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 and 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.
8. Willingness to work outside normal working hours when required.
9. A strong alignment with Planet Ark's mission and values.

#### **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.