

Media and Communications Manager Position Description



Location:	Sydney	Employment Status:	Permanent Full Time
Award or Scale:	Social, Community, Home Care and Disability Service Industry Award	Award Grade:	n/a
Reports to:	CEO	Commencement Salary Level:	TBA
Probation Period:	3 months	Performance Review:	6 monthly review with annual appraisal
Position Description approved:	ACCAN CEO March 2013	Salary Review:	Annual
		Position Description Review:	Annual

About ACCAN

The Australian Communications Consumer Action Network, ACCAN, is Australia's peak body representing the interests of all consumers in communications issues. ACCAN is an important and independent consumer voice promoting the accessibility, quality of service, affordability and availability of communications services for all Australian consumers with particular concern for vulnerable consumers whose needs are underrepresented.

ACCAN's role is to:

- promote the accessibility, affordability and availability of services for all Australians;
- advocate on behalf of consumers on telecommunications laws affecting consumers, law reform, policy development and in relation to industry practices;
- participate in regulatory and co-regulatory activities; and to contribute to the development of Government policy in telecommunications and communications,
- making markets work well for consumers,
- manage a community grants program.
- promote the development of Australian ICT resources;
- develop a strong, coordinated voice for consumers and to represent and advocate on behalf of consumers to government, regulators and the telecommunications/communications industry;

- undertake research, policy development and education;
- facilitate access to and dissemination of information to consumers, consumer representatives and consumer organisations;

ACCAN is a not-for-profit company.

Job Summary

The purpose of the Media and Communications Manager post is to:

- contribute to the achievement of the goals and objectives set out in the Strategic Plan and the Work Plan;
- act as spokesperson and develop and drive media strategies and ensure ACCAN is well represented in all forms of media;
- oversee all external communications, including media, newsletters, website, quarterly magazine, members communications, social media and smartphone applications
- build the profile of ACCAN, including its campaigns, events, research and programs, through professional publications and promotions.
- supervise Communications Assistant

Duties

Media & Communications

- Develop and implement media and communications strategies for the organisation including preparing written material such as media releases, consumer case studies, speeches, briefing papers and backgrounders
- Provide timely responses to requests from media outlets (including being on-call outside of normal business hours)
- Act as spokesperson for the organisation when required
- Monitor and analyse relevant communications issues and identify media opportunities
- Prepare and place opinion editorials and letters to editors in national media and contribute content for member publications
- Promote ACCAN research, grants programs, events, policy and campaigns work
- Create, implement and manage media and social media strategies and campaigns
- Oversee ACCAN's outreach activities
- Act as primary content editor for the ACCAN website
- Editing and production of ACCAN's regular newsletters, annual report, magazine and corporate material
- Develop tip sheets for consumers on topical communications issues
- Oversee a weekly WebNews e-newsletter
- Assess and manage contractors for special projects
- Train ACCAN staff on the use of media and communications technology as required

Stakeholder Management

- Develop and maintain contacts with media representatives
- Undertake regular CEO briefings with key media contacts
- Prepare and present at public forums, conferences and meetings as required
- Build strategic partnerships

Other Duties

- Prepare regular reports and analysis on ACCAN's media and communications activities
- Represent ACCAN in public forums, on committees and working groups as required
- Assist with general administrative tasks including filing, mail outs and database updates when required
- Assist with consumer enquiries
- Assist with ACCAN events
- As requested provide supervision for other staff
- Other duties as assigned by the CEO

Qualifications

Relevant tertiary qualifications in media, communications or public affairs and at least five years' experience in a media or external communications role.

Essential skills for position

- Outstanding written and verbal communication skills
- Demonstrated experience in media liaison and acting as a spokesperson
- Good understanding of consumer issues in the media
- Demonstrated capacity to work autonomously and to tight deadlines as a key part of a small team
- Editing and production experience across different formats
- Ability to develop and drive media and social media strategies
- Ability to supervise and manage staff

Desired skills for position

- Experience working in the not-for-profit sector and in a public policy environment
- Strong media contacts across telecommunications, consumer and tech media
- Commitment to the effective representation of consumers
- Experience writing for web and CMS
- Familiarity with and understanding of the needs of people with disabilities
- Experience in project management

Summary terms and conditions

- Permanent Full-time
- Salary commensurate with experience
- In addition to salary equivalent of 9% of salary for Superannuation Employer Contribution
- Four weeks annual leave with 17.5% leave loading.
- Terms and conditions are those set out in the Job Offer Letter, ACCAN Work Place Agreement, ACCAN policies and procedures and the National Employment Standards.
- 37.5 hours (5 days) per week work hours with flexi-time agreement. The position is required to be available outside of business hours to handle media inquiries.
- All ACCAN staff are required to comply with ACCAN policies and procedures.