

# Media and Communications Manager Position Description



## 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, co-ordinated 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 role is to:

- contribute to the achievement of the goals and objectives set out in the Strategic Plan and the Work Plan;
- oversee all external communications, including media releases, newsletters, website content, quarterly magazine, members communications, social media and smartphone application

- Act as a spokesperson and develop and drive media strategies and ensure ACCAN is well represented in all forms of media;
- Build the profile of ACCAN activities including its policy submissions, grants projects, research and events.
- Promote ACCAN consumer education messaging and materials.
- Supervise a Digital Communications Assistant.

## **Duties**

### **Media & Communications**

- Develop and implement communications strategies for the organisation
- Provide timely responses to requests from media outlets (including being on-call outside of normal business hours)
- Act as a spokesperson for the organisation as required
- Monitor and analyse relevant communications issues and identify opportunities to promote ACCAN activities
- Co-ordinate ACCAN member communications
- Create, implement and manage media and social media strategies.
- Support ACCAN's outreach activities
- Act as content manager and primary editor for the ACCAN website
- Production of ACCAN's newsletters, annual report, magazine and corporate material
- Develop consumer education materials including tip sheets and news items to inform ACCAN members and the community about topical communications issues
- Oversee and monitor content and feedback from the ACCAN Phone Rights App
- Relationship management with external media and social media contacts
- Assess and manage external contractors as required
- Assist with supervision and training of other staff on media and communications

### **Other Duties**

- Prepare regular reports and analysis on ACCAN's media and communications activities
- Undertake regular CEO briefings with key media contacts
- 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
- Other duties as assigned by the CEO

## **Qualifications**

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

## **Essential Skills for position**

- Outstanding written and verbal communication skills and the ability to write a wide range of content for various platforms and audiences
- Demonstrated experience in media liaison and acting as a spokesperson
- Good understanding of consumer issues
- Demonstrated capacity to work autonomously and to tight deadlines as a key part of a small team
- Editing and production experience across different formats

- Experience driving media and social media strategies
- Good time management skills and capacity to deliver quality work to deadline
- Sound knowledge of MS Office

## **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 in use of content management systems
- Experience in project management
- Familiar with the needs of people with disabilities

## **Terms and Conditions**

This is a permanent full-time position.

An attractive salary package including superannuation and 4 weeks leave with loading will be negotiated with the successful candidate.

**ACCAN is an EEO employer: women, Aboriginal and Torres Strait Islander peoples, persons with disabilities, and people from culturally, linguistically and religiously diverse backgrounds are encouraged to apply**