

Position Description

Director, Communications and Media Liaison

Reports to: Chief Executive
Direct reports: Editor *Partyline*, Image Design, Coordinator AJRH and Projects
Date: January 2017

Position purpose

The National Rural Health Alliance – Australia’s peak non-government organisation for rural and remote health – is seeking an experienced professional to lead the Alliance’s communications and media liaison activities.

The position will be the first point of contact for media and a key aspect of the role includes responding to media enquiries and assisting the Chief Executive in managing public relations tasks relating to rural and remote health. You will work with others to write and edit plain-speaking material for a variety of audiences and ensure the Alliance’s publications and websites are of a consistently high standard.

The Director, Communications and Media Liaison will manage the Alliance’s communications with internal and external stakeholders, the Alliance website, social media, events and the production of all publications and branding materials.

The Director will work closely with the Chief Executive to assist in the engagement of key stakeholders including Council member bodies and external partner organisations in an inclusive and constructive manner.

Position responsibilities

Communications strategy

- Develop and implement a communications strategy for the organisation.
- Assist with the development of policy, advocacy, and campaign strategies.
- Advise and collaborate with relevant staff on communications and media engagement strategies to maximise effective communications.
- Implement systems for evaluating the effectiveness of communication activities.
- Keep abreast of communications developments that are of relevance to the Alliance.

Media

- Act as contact for, and coordinate, media inquiries. This may involve telephone calls out of hours, including early morning and evening calls and/or weekend calls.
- Advise on, write and edit media releases, opinion pieces and other material and pitch these materials to appropriate media, including by proactively identifying opportunities.
- Build and promote relationships with journalists, including TV, radio, print and online journalists.
- Develop and maintain a database and email distribution lists of relevant media contacts.

Online communications

- Maintain, update and enhance the Alliance website, including creating and sourcing content.
- Further develop and implement social media activities.

Publications

- Coordinate content, editing, publication and distribution of stakeholder publications.
- Assist in preparing other publications, such as factsheets, reports and submissions, for example by providing editing support and strategic advice.

Public relations and events

- Work cooperatively with stakeholders, such as community organisations, government and other organisations relevant to the Alliance's purpose.
- Together with other staff, coordinate seminars, events and launches as required.

Council Member engagement

- Assist in the knowledge, capacity, influence and geographic reach of our members to identify innovative solutions to rural and remote challenges.
- Work with Council and Member Bodies on local communication of key, common messages to encourage and promote support for desirable change at local, regional and national levels, and in alignment with national policy directions.

Other

- Undertake administrative tasks as required in a small team.
- Perform other duties as directed and necessary to the proper performance of the role.

Selection Criteria

Essential:

1. High-level communication skills (written and oral) with proven ability to work as a member of a small team, as well as with governments, departments and other external organisations and stakeholders.
2. High-level writing skills including writing/editing copy for printed and digital material, internal and external materials.
3. Demonstrated capacity to interpret specialist information and present it so it can be understood by all providers and participants in health care.
4. Demonstrated ability to be pro-active and anticipate and prepare for communications and media activities which help facilitate achievement of the Alliance's purpose and objectives.
5. Experience in communications and/or corporate affairs within a funded service and/or public-sector context.
6. Contemporary knowledge and experience in the effective use of digital/social media.

Desirable:

1. Experience working in a small team environment with a community-based organisation.
2. Knowledge and understanding of policies and issues relevant to rural and remote health in Australia.