

## Overview of Head of – Media and Government Relations for a non-profit

### **Purpose of Role**

Responsible for enhancing our profile and presence in Australian media and for maintaining our relations with key government and parliamentary contacts.

### **Principal Responsibilities**

- Increase the quality and volume of coverage of our services in leading media outlets
- Build stronger relationships with journalists and through media partnerships that will reinforce our brand
- Edit and pitch articles and op-eds and write press releases on a broad range of global issues
- Work with colleagues to develop innovative social media and digital strategies for delivering content in new formats to our audiences
- Oversee all media-related activity, including monitoring, training and maintenance of the contacts database
- Develop and support our relationships with policy-makers and facilitate new opportunities for engagement
- Strengthen relationships with parliamentarians and key ministers, civil servants and select committee members
- Promote our research and expertise to relevant policy-makers
- Work with the Director of Communications & Publishing on the department's strategic objectives in the context of our overarching strategic plan

### **Skills:**

- Excellent interpersonal skills, with the ability to communicate flawlessly with our senior stakeholders and networks, a personable manner and articulate, persuasive presentation
- Proven organizational skills with the ability to work logically and methodically
- Demonstrable trouble-shooting and problem-solving ability
- Resourcefulness and strategic thinking, and the ability to be responsive in a fast-paced environment
- A proactive, self-motivating approach to work, with a collegiate, collaborative and consistent attitude
- The ability to manage, mentor and motivate a small team and build confidence in others