

# Government Relations and Communications Coordinator

September 2017

<b>Reporting to:</b>	Director of Strategic Communications and Government Relations	
<b>Direct Reports:</b>	None	
<b>Status:</b>	Contract (12 months)	Full time We support flexible working. Please talk to us about what you want.
<b>Salary range:</b>	\$70,000 commercial equivalent + super. This includes the NFP Fringe Benefit.	
<b>Location:</b>	Sydney	

We welcome applications from people with an Aboriginal or Torres Strait Islander background.

## About the organisation

ReachOut is Australia's leading online mental health organisation for young people and their parents. Our practical support, tools and tips help young people get through anything from everyday issues to tough times – and the information we offer parents makes it easier for them to help their teenagers, too.

We've been changing the way people access help since we launched the world's first online mental health service nearly 20 years ago. Everything we create is based on the latest evidence and designed with experts, and young people or their parents. This is why our digital self-help tools are trusted, relevant and easy to use.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 132,000 people in Australia every month. That's more than 1.58 million each year.

## About the role

We are looking for an energetic, highly organised individual to join the Strategic Communications and Government Relations team and to support the execution of our communications and government relations strategies.

The Government Relations (GR) and Communications Coordinator will assist with media relations, including liaising with an external strategic communications adviser, liaising with journalists and responding to reactive media enquiries, developing and disseminating internal communications, supporting marketing and communications campaigns, developing content, coordinating events, and administration. The role will also assist in executing



ReachOut's government relations strategy, by providing campaign support, developing and disseminating communications to government representatives at both the federal and state level, and coordinating events.

This role requires strong verbal and written communication skills, and the ability and confidence to liaise and work with media, government and sector stakeholders.

**Your key responsibilities will be:**

- Support the Strategic Communications Consultant in developing and coordinating strategic communications, including media releases, news articles, and strategic social media content.
- Develop relationships with key internal stakeholders to support their communication needs.
- Liaise with journalists and pitch to media.
- Coordinate targeted media strategies to boost brand awareness.
- Respond to reactive media requests, and be the key liaison for coordinating interviews and case studies.
- Monitor social media networks for reactive ('news') opportunities, and develop content in response.
- Manage use of communication assets and tools.
- Produce organisational news articles and media releases.
- Support marketing campaigns with media and publicity, and government relations activity.
- Develop communication assets, including infographics.
- Generate media reports and creating media lists.

**You will work closely with:**

<b>With</b>	<b>Purpose</b>
1. Director, Strategic Communications and Government Relations	The Director provides ongoing leadership, management and support.
2. Strategic Communications Consultant	Develop and coordinate strategic communications, including media releases, news articles, and strategic social media content.
3. Marketing Team	Provide campaign support (media and GR) and co-develop organisational newsletters.
4. Fundraising Team	Provide campaign support.

**To be successful in the role, you need:**



- Excellent verbal and written communication skills.
- Attention to detail and strong administrative skills.
- Passion for making a difference.
- Understanding of media needs and media relationships, with experience in media liaison, including production of media releases and responding to media enquiries.
- Ability to articulate and deliver key messages across multiple channels, including the ability to translate complex information into plain English summaries.
- Ability to work proactively in a fast-paced environment, both autonomously and as part of a multidisciplinary team.
- Experience working with external agencies.
- Tertiary qualifications in communications, public relations, journalism or a related discipline.
- Minimum 1-year media and communications experience.

**We also think it would be helpful to have:**

- Experience in a health, government and/or the not-for-profit sector.
- Experience responding to time-sensitive issues management queries.
- Familiarity with media monitoring platform iSentia and creating distribution lists using media contact databases.
- Experience working with a CRM (Salesforce).
- Experience working with a CMS (Wordpress).
- Experience with Photoshop and InDesign.