

Media and Communications Manager

May 2018

Reporting to:	Director of Strategic Communications and Government Relations	
Direct Reports:	None	
Status:	Contract (12 months) with the possibility to extend	Full time We support flexible working. Please talk to us about what you want.
Salary range:	\$85,000 – 90,000 commercial equivalent + super. Note: This includes the tax benefit from the PBI Fringe Benefit.	
Location:	Sydney (Canberra an option for the right person)	

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

About the organisation

ReachOut is Australia's frontline youth and parents service, and provides practical support, tools and tips to help young people (and their parents) get through anything from everyday issues to tough times.

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 people each year.

About the role and you

We are looking for a creative and highly organised person to join the team. You will use your strong verbal and written interpersonal skills to develop and execute strategies to build brand awareness and to promote ReachOut's work and activities.

You will liaise with an external Strategic Communications Adviser to implement media strategies, support marketing and fundraising campaigns, drive the reactive media strategy, and build and maintain connections with key media networks.

It is essential that you have excellent negotiation and organisational skills, and that you can work closely and collaboratively with a wide range of partners – including the media, ReachOut youth ambassadors, volunteers, and government and corporate contacts.



Your key responsibilities are:

- Developing and coordinating targeted media strategies to increase brand awareness.
- Responding to reactive media requests
- Being the key liaison person for coordinating interviews and case studies
- Developing and maintaining collaborative relationships with media organisations to help drive quality coverage across ReachOut's various audience segments.
- Monitoring media and social media networks for reactive ('news') opportunities, and develop responses.
- Producing news articles and media releases.
- Developing relationships with key internal partners to support their communication needs e.g. promoting ReachOut's marketing campaigns and research findings.
- Monitoring and generating media reports.
- Overseeing selected events for ReachOut, including media launches and briefings.

You will work closely with:

Who	Purpose
1. Director, Strategic Communications and Government Relations	The Director provides ongoing leadership, management and support.
2. Strategic Communications Consultant	Develop and execute strategic communications, including media releases, news articles, and social media content.
3. Fundraising & Marketing Team	Develop communications strategies to support campaigns.
4. Research Team	Develop communications strategies to promote research findings.

To be successful in the role, you need:

- Tertiary degree in a relevant discipline e.g. Degree in Marketing, Communications, Public Relations
- 5+ years' experience in a similar role
- Extensive and current relationships throughout the media sector, including television, radio, print and online
- Outstanding verbal and written communication skills
- Superior relationship management
- Excellent strategic thinking, creativity and ability to problem solve
- Exceptional organisational skills and attention to detail, with demonstrated experience in project planning and delivery

- Ability to work outside of core hours to support media activities
- A commitment to ReachOut Australia's values and behaviours

We also think it would be helpful to have:

- Experience working in the not-for-profit or health sector
- Familiarity with media monitoring platforms.
- Worked with a CRM (bonus points if it's Salesforce).
- Know your way round a CMS (we use Wordpress for our About ReachOut pages).
- Experience with Photoshop and InDesign.