

# Position Description



**Alannah & Madeline  
Foundation**

Keeping children safe from violence

Position title: Media & PR Advisor  
Department: Marketing & Fundraising  
Reports to: Media & PR Specialist  
Job type: Permanent, Full time  
Date: January 2019

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## ABOUT THE FOUNDATION

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover, and protect them from bullying and violence.
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products.
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships.
- speaks out on the need for systemic change to build a supportive and safe society.

The Foundation is committed to child safety. Our Child Safe Policy outlines our safe practices for children.

Our values are Caring, Friendliness, Respect, Responsibility, Valuing Difference and Including Others.

## POSITION IN CONTEXT

Reporting to the Media & PR Specialist, the Media & PR Advisor is a member of the Communications and Fundraising Department and has accountability to support the delivery of the communications, media & PR strategies across the Foundation, including the delivery of the operational plan, the achievement of optimal service outcomes and achievement of the agreed targets.

## FREEDOM TO ACT

- Recommendations for change should be approved by relevant Manager/s in order to ensure alignment with overall operational needs.
- The Media & PR Advisor works according to the policies and procedures of the Alannah & Madeline Foundation.

# Position Description *cont.*



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## MAJOR JOB RESPONSIBILITIES

- Preparing and distributing media releases
- Maintaining strong and effective relationships with journalists and influencers.
- Writing and coordinating social media and producing weekly and monthly media and social media reports.
- Assisting the development and implementation of PR & media strategies including the management of all media opportunities and publicity.
- Monitoring, analysing and communicating PR results on a regular basis.
- Developing long-term relationships with key internal and external stakeholders and organisations.
- Other tasks as directed by the Media & PR Specialist, CEO and Senior Leadership team.

## KNOWLEDGE, EXPERIENCE AND REQUIREMENTS

- A minimum of 5 years' experience in media/PR and/or journalism, preferably with a degree in communications, PR or journalism.
- Creative and strategic thinker.
- Exceptional writing skills and well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders
- The ability to manage numerous projects simultaneously with good attention to detail, working autonomously on clearly-defined projects, and in a small team
- Photography and video skills an advantage.
- Experience in a not for profit environment (preferred).
- Regional/rural background or work experience an advantage.
- Commitment to work outside standard office hours for key events.
- Working with Children Check and Police Check.