

Position Title	Media and Communications Specialist
Location	Brisbane
Team	Marketing & Communications (Development Department)
Employment Status	Full-time
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	November 2024

## PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

## SECTION 1

### OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

### OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

### STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

### LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.

- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

## **OUR TEAM**

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia is an Employer of Choice.

Lung Foundation Australia is embarking on a new corporate strategy following five years of sustained growth in brand, influence, funding, and reach. Our strong performance saw the Lung Foundation Australia named Non-Government Organisation of the Year in 2020 and 2023 and The Voice Projects Best Place to Work in 2020, 2021 and 2023. Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane, Sydney and Melbourne with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters. Over the next five years, Lung Foundation Australia is anticipated to increase its headcount by 100%+ as new offices are opened, and new projects are commenced.

## **SECTION 2**

### **PURPOSE OF THIS ROLE**

The Media and Communications Specialist is responsible for the development, implementation and optimisation of Lung Foundation Australia's media and communications strategies to achieve two strategic objectives:

- A) Increase awareness of Lung Foundation Australia as a leading charitable brand; and
- B) Increase community participation in services and or events.

They will be required to write, edit and proofread communication materials, including press releases, web content, blog posts, newsletters and our membership magazine, with the aim to increase brand awareness, foster engagement with our life-changing services, and drive fundraising revenue. They will also be responsible for researching, writing and producing the organisation's annual report.

A natural storyteller with a passion for developing engaging content, the Media and Communications Specialist develops and implements the organisation's annual media plan and content strategy, proactively identifying opportunities to engage our audiences and position the organisation as Australia's leading lung health charity.

The ideal candidate will have a blend of media expertise, and communications acumen with prior experience at a non-profit working alongside Fundraising.

### **SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)**

#### **Qualifications**

- Tertiary qualifications in public relations, journalism, communications, marketing or related field.

## Experience

A minimum of 4 years' experience in a similar role. Prior experience in the not-for-profit sector is highly desirable, with a strong understanding of fundraising principles or previous exposure to fundraising efforts

## Knowledge and Skills

- Demonstrated and proven ability to develop and execute successful media strategies that meet organisation objectives.
- Strong understanding of the media landscape, sound political awareness and experience building relationships with media.
- Passion and proven ability identifying and developing newsworthy stories that cut through, and experience dealing effectively with reactive media opportunities.
- Copywriting, proof reading and editorial skills with strong attention to detail.
- Experience researching, editing and proofreading annual reports and magazines, newsletters, campaign content and blog content
- Exceptional storytelling and writing skills with experience planning, writing, editing and producing content for a variety of audiences across multiple mediums and a proven ability to translate complex information.
- Ability to analyse and use data and insights to develop and optimise media and content strategies.
- Strong verbal communication and presentation skills - experience acting as a media spokesperson in a previous role will be highly regarded.
- Self-motivated, excellent time management and prioritisation skills with the ability to problem solve and deliver across multiple projects at the same time.
- Well-developed interpersonal and negotiation skills, and ability to liaise with all levels of staff, government, media and the community.
- Strong digital literacy with proficiency in the Microsoft Office suite.
- Experience using a database/CRM system such as Salesforce would be highly regarded.
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

## KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

<b>Key Areas of Responsibility</b>	<b>Responsibilities</b>
<b>Strategy, planning and reporting</b>	<ul style="list-style-type: none"><li>• Provide monthly reporting and analysis against media performance.</li><li>• Support the development of marketing and communications initiatives as required.</li><li>• Develop and foster positive relationships with suppliers and agencies to coordinate efficient, effective delivery of media campaigns.</li><li>• Provide high level communications advice across departments to continually enhance organisational outcomes.</li></ul>

	<ul style="list-style-type: none"> <li>• Work with the Fundraising team and across the organisation to build a content plan that aligns with organisational priorities, including fundraising and brand efforts</li> <li>• Support provided across other projects as required.</li> <li>• Annual content plan developed and targets met.</li> </ul>
<b>Public relations</b>	<ul style="list-style-type: none"> <li>• Implement and evaluate an annual media plan.</li> <li>• Project manage the development and execution of media campaigns, delivered both internally and by external agencies.</li> <li>• Develop and distribute media materials and liaise with journalists and media outlets to secure coverage across print, radio, television, digital media.</li> <li>• Support and coach the Executive and or staff in media training</li> <li>• Manage and secure community service announcement coverage.</li> <li>• Monitor daily media activities, advising on reactive media opportunities and responding to media enquiries.</li> <li>• Work across departments to maintain an up-to-date register of case studies and key media spokespeople .</li> <li>• Work with the General Manager Policy and Advocacy and his/her team to proactively deliver and respond to relevant political activity and announcements, ensuring the marketing strategy considers advocacy objectives.</li> <li>• Number of CSAs secured across TV and radio.</li> <li>• An updated suite of patient stories and spokespeople developed each year.</li> <li>• Peak Health Advisory Body media KPIs met.</li> </ul>
<b>Corporate communications</b>	<ul style="list-style-type: none"> <li>• Develop and distribute the organisation's annual impact report.</li> <li>• Write, develop and distribute the organisation's bi-annual magazine</li> <li>• Write and edit the organisation's monthly email newsletters, and support content creation for regular, weekly emails</li> <li>• Research, write and produce corporate communications including flyers, presentations and speeches, web content, blog posts, and campaign copy as required.</li> <li>• Provide copywriting, editing and proof-reading support across teams, ensuring all content and assets are consistent with brand voice, style and tone.</li> <li>• Ensure all materials are on brand with appropriate calls to action.</li> </ul>
<b>Administration</b>	<ul style="list-style-type: none"> <li>• Liaise with external stakeholders and respond to communication enquiries.</li> <li>• Contribute to the development of marketing and communication related policies, procedures and forms.</li> <li>• Provide general administration support as needed.</li> <li>• Record and ensure data integrity of supporter contact details, communications and other relevant information in CRM.</li> </ul>
<b>Team contribution and effectiveness</b>	<ul style="list-style-type: none"> <li>• Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals.</li> <li>• Work synergistically within and across teams of Lung Foundation Australia.</li> <li>• Regular cross-organisation communication of program activity.</li> </ul>

	<ul style="list-style-type: none"> <li>• Participation in Lung Foundation Australia events and meetings as required.</li> <li>• Positive contribution to team environment through the demonstration of behaviours that reflect LFA values – BE FAIR.</li> </ul>
<b>Workplace Health &amp; Safety (WHS)</b>	<ul style="list-style-type: none"> <li>• Ensure a safe working environment for self and others, including when working from home.</li> <li>• Compliance with legislative and LFA WHS Policy.</li> </ul>

**SECTION 3**

**REPORTING RELATIONSHIPS**

This position reports to the Senior Manager – Marketing and Communications. This position provides support and advice to the rest of the organisation by working across all areas of LFA.

**EXTERNAL RELATIONSHIPS**

This position works with a variety of external stakeholders to deliver projects and activities.

**SECTION 4**

**PERFORMANCE APPRAISALS**

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

**SECTION 5**

**ACCEPTANCE OF POSITION DESCRIPTION**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

\_\_\_\_\_

(Employee name)

\_\_\_\_\_

Date

**Version control**

Approved by CEO

November 2024

Review date

November 2026