

## Position Description

Position Title	Media and Communications Specialist
Location	Brisbane
Team	Media and Communications Specialist
Employment Status	Full-time
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	August 2025

### 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 Mission

Healthy lungs for all.

#### Our Vision

To lead lung health and transform lives through impactful programs, policy, campaigns, and research.

#### Our Values

Our values underpin everything we do:

- **Trusted:** We are a credible, evidence-based authority in lung health, disease and cancer.
- **Excellence:** We set the standard through expertise, leadership and innovation, striving every day for the highest quality in everything we do.
- **Impact-driven:** We create meaningful, lasting impact in lung health, with a commitment to equity and addressing disparities.
- **Collaborative and inclusive:** We listen deeply, value lived experience and work together for better outcomes.
- **Curious and innovative:** We embrace new ideas, challenge the status quo, and remain responsive and adaptable in a changing world.
- **Empathetic and fair:** We approach our work with care, compassion and fairness, and a deep understanding of those we serve.

## **Our Strategic Priorities**

1. Promote lifelong lung health and prevent disease
2. Advance lung health equity
3. Support people to live well with lung disease
4. Drive life-changing research and innovation

## **OUR TEAM**

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body for lung health. We are proud to be an Employer of Choice, recognised for our commitment to staff wellbeing, inclusion and shared sense of purpose.

Following significant growth in brand, influence, funding, and reach, we have entered a bold new chapter with our 2026–2030 Corporate Plan. This plan builds on more than three decades of impact and outlines an ambitious agenda to embed lung health as a national priority, expand our reach, and improve outcomes for all Australians.

Our strong performance has been recognised nationally with awards including:

- Non-Government Organisation of the Year – 2020 & 2024
- The Voice Project's Best Place to Work – 2020, 2021, 2023, 2024 and 2025

We operate from offices in Brisbane, Sydney, and Melbourne with a national footprint supported by a growing network of staff and volunteers. We are committed to work-life balance, flexibility, and an inclusive workplace culture.

Before applying, we encourage you to learn more about our Mission and impact by reading our [Annual Impact Report](#).

## **SECTION 2**

### **PURPOSE OF THIS ROLE**

The Media and Communications Specialist plays a pivotal role in elevating Lung Foundation Australia's visibility as a leading charitable brand. This role is primarily focused on increasing brand awareness through strategic media engagement and compelling storytelling, while also fostering community participation in our services and events.

A key responsibility is to manage consumer stories with sensitivity and integrity, ensuring respectful representation while building and maintaining strong relationships with key journalists and media outlets.

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. They are responsible for communications

including the web content, blog posts, newsletters, and the membership magazine to drive engagement, amplify our impact, and support fundraising efforts. They will also lead corporate communications including the organisation's annual report.

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 5 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.

Key Areas of Responsibility	Responsibilities
<b>Strategy, planning and reporting</b>	<ul style="list-style-type: none"> <li>• Implement and evaluate an annual media and communications plan.</li> <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> <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> </ul>
<b>Public relations</b>	<ul style="list-style-type: none"> <li>• Project manage the development and execution of media campaigns, delivered both internally and by external agencies.</li> <li>• Build strong, strategic relationships 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> </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> </ul>

	<ul style="list-style-type: none"> <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> <li>• Participation in Lung Foundation Australia events and meetings as required.</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> </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.

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(Employee name)

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Date