

Position Description

Position title	Media Manager
Department	Media
Location	Sydney Office
Position title of supervisor	National Media Manager
Position title(s) which also report to supervisor	Media Manager – QLD, Media Officer
Positions titles that report to this position	Nil
Hours	40 hours
Award coverage and level (if applicable)	Nil
Job matrix group and level	Corporate Professional, Level 8
Contract period	Ongoing
Date position description approved	March 2010
Approved by	People & Organisation Development Director

Purpose of the Position

Delivers strategic media engagement and public relations communicating WWF-Australia's values, mission, and conservation programs to identified target audiences with a credible, accurate and consistent WWF voice. High quality relationship building with internal and external stakeholders is a key part of this role.

The Media Manager acts as deputy to the National Media Manager, providing support in the planning and tactical delivery of WWF communications to external audiences and reporting to the executive team and board.

Organisational Context of Position

WWF-Australia is Australia's leading national not-for-profit conservation organisation and is part of the global WWF network. Our vision is to ensure that Australia's biodiversity and that of our region is managed to protect its ecological integrity to ensure its long term survival and productivity, its sustainable development and for the continued enjoyment of all Australians. We recognise that these natural resources underpin the Australian and world economies and sustain our communities. As one of Australia's leading non-government organisations (NGOs), WWF-Australia prides itself on being at the forefront of contemporary thinking on conservation, fundraising and responsible corporate governance.

In order to achieve our purpose – the conservation of nature – WWF-Australia supports and conducts environmental research, education and community capacity building, on-ground projects, policy analysis and research, and encourages all sectors of society – individuals, communities, the private sector and government – to adopt world's best practice environmental principles, practices and policies. WWF-Australia does not engage in activities that include supporting a political party, seeking to persuade members of the public to vote for or against particular candidates or parties in an election, participating in party political demonstrations, or distributing material designed to underpin a party political campaign.



The Media team manages WWF's media engagement and public relations. The team's role is to voice the uniqueness, achievements and relevance of WWF Australia to key audiences to inspire support.

Nature and Scope of Position

a) Key Accountabilities

- develops and coordinates the delivery of strategic messages, both proactive and reactive, for a wide range of internal and external audiences, ensuring a credible, accurate and consistent WWF voice while adhering to internal approval process;
- contributes to the development and implementation of the strategic media plan to enhance WWF's profile with the aim of maximising conservation outcomes;
- provides WWF spokespeople with the tools, skills and information necessary to ensure quality media engagement which is brand and voice consistent;
- builds ongoing relationships with a wide range of media contacts and organisations to ensure optimal coverage of WWF's conservation successes and goals;
- deputises for the National Media Manager during absences to manage the Media team and provide support in media liaison, press release and written copy revision;
- works jointly with Conservation and Marketing teams through a whole of organisation approach to identify and coordinate communication and funding opportunities;
- monitors developments in the media and prepares media products such as situation briefings and fieldtrip coverage to capitalise on media opportunities;
- ensures accurate branding of media outputs to ensure effective brand marketing;
- contributes to the national activities of the Media team to deliver key media projects;
- complies with all WWF-Australia policies and procedures and statutory obligations as amended from time to time;
- complies with all occupational health and safety, security child protection and equal employment opportunity initiatives to contribute to a safe, healthy, equitable and ethical workplace;
- participates in the WWF performance management program including regular performance reviews and prepare and work in accordance with an individual work plan;
- adheres to WWF's values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results;
- works in accordance with management directions.

b) Challenges/Problem Solving

Challenges for the position include:

- promoting an organisational voice that is engaging, credible and a valuable contribution to public debate requires coordination to meet the multiple stakeholder requirements at multiple media outlets;
- maintaining positive relationships with media outlets to promote uptake of positive WWF-Australia messages;
- the geographically dispersed nature of WWF staff nationally and within the global network;
- ensuring WWF's unique voice is consistent requires working within established WWF Brand guidelines, media protocols and approvals process;
- time management and judgement to deal with the large number of media issues;
- ongoing liaison with WWF staff to develop and maintain an understanding of the complexities of WWF's work to ensure that media opportunities are maximised.



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c) Decision Making

The position:

- works with a high degree of autonomy to complete projects and ongoing media activities;
- makes decisions about the range, development, layout and content of media within Brand Guidelines;
- collaborates with internal experts on marketing, media and fundraising strategies and issues;
- consults with the National Media Manager on major media releases and on strategy, forward planning and reporting;
- deputises for the National Media Manager during absences to lead and manage the media team;
- refers request for major expenditure, travel, 'All Staff' emails, complex or unusual issues to the Manager for approval.

d) Communication

Teamwork is the preferred way of working within WWF and this necessitates regular communications with other staff. The position communicates:

- regularly with the National Media Manager and Media team to coordinate activities and share information including acting as Deputy to manage the Media team in the National Media Manager's absence;
- regularly with WWF staff across Australia to provide media support;
- regularly with a range of external contacts in the media;
- as required with other relevant contacts to exchange information and seek advice.

Selection Criteria

Knowledge, Skills and Experience

Essential

- Demonstrated knowledge of the environmental landscape, specifically issues pertaining to government action and policy on climate change;
- Demonstrated knowledge of, and experience in, relevant media sectors e.g. consumer, specialist, and business and the ability to tailor media relations activity to suit each;
- Experience in developing and implementing communication strategies and initiating and managing media relationships across a wide range of projects, partners and clients;
- Demonstrated excellent verbal communication skills;
- Demonstrated excellent written communication skills with the demonstrated ability to write engaging, succinct copy for a wide range of audiences;
- Demonstrated organisational and project management skills;
- Demonstrated ability to prioritise and meet deadlines;
- Demonstrated people management skills;
- Demonstrated good judgment and ability to operate within an internal approval process;
- Ability to work autonomously and as a part of a high performing team;
- Demonstrated positive, solutions-focused and creative working style;
- Demonstrated ability to build positive relationships internally and externally;
- Demonstrated attention to detail;
- Ability to participate in out of hours press office rotation as required;
- Ability to travel interstate on WWF business with some overnight stays.



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Desirable

- A network of national and regional media contacts;
- Experience in a not-for-profit organisation.

Qualifications

- Degree qualified in a relevant discipline i.e. Communications or equivalent experience.

Applications

- Applicants must address each of the selection criteria in writing and include contact details for referees.
- Applicants must have the right to work in Australia.
- Forward applications to:

Sue Deverson
HR Coordinator
WWF-Australia
GPO Box 528
Sydney NSW 2001

Or deliver via email to: jobs-au@wwf.org.au

Or deliver in person to: Level 13, 235 Jones Street, Ultimo NSW 2007