

POSITION DESCRIPTION

Position title	Media Officer
Time Commitment	Part time (0.6 FTE) fixed term (6 months)
Award Classification	SCHADS 4
Location	Level 4, 333 Queen St, Melbourne: hybrid WFH and office
ABOUT THE ORGANISATION	
<p>IWDA is an Australia based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.</p> <p>VISION: Gender equality for all PURPOSE: To defend and advance the rights of diverse women and girls VALUES: Feminist, Accountable, Collaborative, Transformative and Decolonial.</p> <p>STRATEGIC GOALS 2023-2025:</p> <ol style="list-style-type: none"> 1. Resource and contribute to a resilient and vibrant feminist movement, primarily in the areas of freedom from violence and power, leadership and civic space 2. Promote systemic change towards gender equality for all 3. Build a resilient and relevant feminist organisation <p>We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.</p> <p>As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be at the partnerships across the Majority and Minority worlds. This means we seek to understand and leverage our locational power so that we know when to:</p> <p>STEP UP and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements</p> <p>STAND WITH feminist movements in solidarity and amplify the work of global south actors</p> <p>STEP BACK when others are better placed to take the lead</p> <p>SIT WITH uncertainty, embrace communal learning and deep listening, and accept that time is needed to collectively discern the best course of action.</p> <p>Our Strategic Plan 2025 outlines a third way between the models of women's funds and international development NGOs.</p> <p><i>International Women's Development Agency (IWDA) has an Equal Opportunity exemption (H69/2022) and requests applications from women only (cis or trans).</i></p> <p><i>IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. Preference will be given to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners, especially within the Pacific.</i></p>	

Any offer of employment will require a National Police Check and endorsement of IWDA's Child Protection Code of Conduct. All applicants must be legally entitled to live and work in Australia.

POSITION SUMMARY

The Media Officer sits within the Communications Team, which is responsible for sharing the powerful stories of IWDA, our program partners and global feminist movements and contributes to IWDA's goal of promoting systemic change towards gender equality for all. The team also works closely with fundraising, relationships and advocacy colleagues to attract and nurture donors and funders of IWDA.

The Media Officer is a dynamic role which will enhance our media presence and engagement in line with our scaling up of fundraising activities across the organisation. This role will develop and implement media strategies, manage media relations, create compelling content, and ensure consistent communication across all channels.

Working collaboratively with our communications team and media agency, the Media Officer will play a key role in increasing visibility, securing media opportunities, and supporting internal stakeholders with media training and events.

KEY RELATIONSHIPS

Reports to:	Communications Manager
Internal:	Communications team; Relationships team; Fundraising team; Director of Resource Growth & Communications; People, Finance & Operations team; Partnerships team, Knowledge Translation & Equality Insights team
External:	Media Agencies, suppliers including freelance videographers, designers, photographers and interviewers

KEY RESPONSIBILITIES

Media relations

- Develop and implement media strategies and plans to increase visibility of IWDA
- Identify and pitch media opportunities
- Manage media inquiries and respond to media requests
- Liaise with a media agency, journalists and media outlets
- Identify opportunities to collaborate with media partners, influencers, or industry publications to amplify reach and engagement
- Organise and coordinate media events, press briefings, and interviews
- Monitor media coverage and identify trends in the media landscape
- Track media coverage of competitors and industry peers to identify gaps, opportunities, and areas for improved media positioning
- Maintain a database of key media contacts and track engagement

Content creation and management

- Write and edit press releases and opinion pieces, blogs, editorial content or media materials
- Assist with website and social media content alongside Communications Coordinator - Digital
- Assist with maintaining media materials such as photography and videography
- Maintain the organisation of media assets in Resource Space database

Communication support

- Provide media training and support to internal stakeholders
- Develop internal media toolkits, guides and templates for organisation spokespeople
- Support internal communication and events
- Support the development of communication plans
- Ensure consistent messaging across all channels

Reporting and monitoring

- Gather and share media outreach data and insights to internal teams

As with all employees, the role holder will also contribute to IWDA organisational processes as appropriate to their seniority in the organisation. These include: monitoring, evaluation and learning; budgeting, planning and reporting, and organisational culture building, including improving organisational drivers of diversity and inclusion and the continual work towards becoming an anti-racist organisation.

SELECTION CRITERIA

Technical Experience	Behavioural Capabilities
<p>Essential:</p> <ol style="list-style-type: none"> 1. Proven experience in media relations, journalism, or public relations 2. Strong demonstrated writing, editing, and communication skills 3. Strong skills in managing relationships with media professionals and agencies 4. Experience coordinating media events and handling press inquiries 5. Familiarity with social media and digital content strategy 6. Experience working with media monitoring tools and platforms 7. Strong organisational skills with the ability to manage multiple projects <p>Desirable:</p> <ol style="list-style-type: none"> 8. Tertiary qualification in Journalism, Communications or PR 9. Experience working within the not-for-profit sector 	<ul style="list-style-type: none"> • Self-awareness • Being inclusive & power aware • Practising collective care • Being courageous • Achieving outcomes and progress, not perfection • Being empathetic • Building trusting relationships • Being curious • Learning, unlearning & adapting

GENERAL CONDITIONS

All IWDA staff and volunteers are required to:

- Support and demonstrate IWDA's Values and Behavioural Capabilities
- Act at all times in accordance with IWDA's Code of Conduct and Policies
- Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices
- Act at all times in accordance with IWDA's Safeguarding Code of Conduct and Policies
- Undertake police check prior to commencement and every two years thereafter.