

Media & communications coordinator

POSITION DESCRIPTION

Are you a media and communications specialist who is passionate about environmental and social justice?

Environmental Justice Australia is a national public interest legal organisation. We're looking for a Media and Communications Coordinator to supercharge our work.

THE IDEAL CANDIDATE

This role will suit a talented writer with an eye for a good story. You have experience developing and delivering ambitious media strategies that create and respond to media opportunities. You know how to get powerful stories to cut through in traditional and new media.

You're a people person who builds deep relationships with the media. Ideally, you have existing relationships with key journalists. You can confidently train and support spokespeople to share their stories.

You understand the Australian media landscape and have a passion for climate, environmental and First Nations justice. You're comfortable working in a fast-paced environment.

Bonus points for digital skills, experience creating social media content and writing long-form articles.

You may have honed your skills with 3+ years of experience as a journalist, media advisor, campaigner or communications coordinator in an environmental or social justice advocacy organisation, union or creative agency. But even if you don't meet all of the selection criteria, if you have media skills, experience and passion for the work, we'd love to hear from you.

THE ROLE

This ongoing, full-time position sits in EJA's collaborative and multidisciplinary engagement team, and works closely with our legal programs.

Environmental Justice Australia is an equal opportunity employer. Aboriginal and Torres Strait Islander people, women, people from culturally and linguistically diverse backgrounds, LGBTQI+ people and people with a disability are encouraged to apply.

LOCATION

EJA's head office is in Melbourne but for the right candidate who is prepared to travel occasionally, we will consider other locations in Australia.

ABOUT US

Environmental Justice Australia is a national public interest legal organisation.

We use the law to protect nature and safeguard our climate. We support First Nations people fighting for Country and Culture. We empower communities to put justice at the heart of this continent.



We run landmark court cases and legal interventions to hold power to account. To compel governments to act. To transform industries. To win environmental justice – and create a world that works for all of us, not just some of us.

Because this is about all of us.

We are courageous, creative and determined. For more than 30 years, we have used a powerful combination of litigation and legal advocacy to deliver long-lasting protections for nature and community. We are proudly non-profit, non-government, and funded by donations from the community.

OUR VALUES

Collaboration: We work in partnership with community and other organisations because we are in this together

Respect: We treat everyone with respect and we value different perspectives as we know we can learn something from everyone

Ambition: We aim high and are at all times focused on achieving maximum impact for nature, climate and communities

Positivity: We maintain hope and a positive approach because we believe we can change the world

Justice: We are driven by our sense of justice – it's at the core of everything we do.

RESPONSIBILITIES

- Lead on media strategy; develop and implement multichannel proactive and reactive media strategies to engage target audiences and achieve program objectives.
- Develop key messages, framing and communications strategies
- Write press releases, develop pitches and liaise with journalists to create media opportunities.
- Support and train staff and spokespeople to pursue media opportunities.
- Maintain EJA's media monitoring, track outcomes and impact, and provide staff regular updates.
- Identify, engage and train local spokespeople to share their stories on EJA channels and in the media.
- Create compelling content across platforms, including long-form web content, op-eds, video scripts, EDMs and social media content
- Stay on top of innovative and new ideas/technologies across media and social media and digital storytelling platforms.
- Participate in all relevant aspects of EJA planning, review and reporting. Contribute to the EJA team and the running of the organisation and office.

SELECTION CRITERIA

ESSENTIAL

- Three plus years of experience as a media advisor or communications specialist, preferably in an environmental NGO or social justice organisation or other advocacy or campaign setting.
- Experience developing and implementing multichannel proactive and reactive media strategies to change the story, engage communities and achieve program objectives.
- Excellent written communication skills, understanding target audiences and communications objectives, and experience writing for range of communication styles and channels
- Task management skills: initiative, self-motivation, and the ability to work effectively both independently and as part of a collaborative team environment, and to manage workflows with competing tasks and tight deadlines.
- Integrity: Show consideration for others, work well with people with different working styles, and treat all people with dignity and respect.
- A passion for environmental and social justice issues

BONUS POINTS FOR

- Strategic thinking and a good understanding of non-profit and environmental advocacy or social justice

campaigns, and community organising

- In-depth understanding of environmental and climate communication best practice, including messaging, framing and persuasive communication
- Experience creating content for a range of social media platforms
- Experience writing long-form articles and developing multimedia storytelling
- A good working knowledge of design tools such as Canva, Adobe Creative Suite, photography, and/or video editing.

TERMS AND CONDITIONS

Terms and conditions for this role will be negotiated based on the following:

- The position is a 12-month contract and full time, but four days per week will be considered.
- EJA encourages flexible work arrangements and there is some scope for negotiation with respect to days and hours of work.
- The role is based in Melbourne at our office in Carlton, with travel outside Melbourne required occasionally. Other locations will be considered for an exceptional candidate.
- Out of hours work is required occasionally.
- Terms and conditions of employment are based on the SCHADS award with over-agreement salary and conditions depending on experience. Salary range for full-time work is \$85,300 to \$94,600 depending on experience, plus superannuation and leave loading.
- EJA is bound by the Victorian Government COVID vaccination mandate and therefore EJA staff members must be fully vaccinated to undertake any work outside the home in Victoria.
- Please note that salary sacrificing is not available.

BENEFITS OF WORKING WITH EJA

You will be an important part of a lean but high-impact organisation. We are proud to offer our staff a supportive workplace with excellent conditions, including:

- Supportive work environment and opportunity to work regularly from home, with options for flexible work hours.
- Four weeks of annual leave a year plus an additional three days off (pro rata) over the Christmas period.
- 17.5% annual leave loading.
- Ongoing professional development opportunities.
- Access to our Employee Assistance Program and wellbeing support.
- Melbourne office has secure bike parking and close to public transport as well as the Queen Victoria Market, cafes, restaurants and shops.
- Be part of an organisation that values and celebrates cultural diversity.

HOW TO APPLY

Send us a brief application comprising:

- Your resume; and
- A statement of no more than 3 pages detailing why you want to work with us and addressing the selection criteria outlined above. Note that if you do not address the selection criteria your application will not be considered.

Email your application to recruitment@envirojustice.org.au

Shortlisted candidates will be required to supply two referees.

Like to talk about the role before you apply? **Call our Communications Manager Tessa Fluence on 03 8341 3104.**

Closing date: We will interview candidates as applications come in so do not delay, apply now!