

Senior media & communications coordinator

POSITION DESCRIPTION

We're looking for an experienced media and communications specialist to join the EJA team!

Environmental Justice Australia is a national public interest legal organisation. We're looking for a Senior Media and Communications Coordinator who is passionate about climate, environmental protection and social justice to supercharge our work.

ABOUT YOU

This role will suit a talented media campaigner with an eye for a good story. You're an excellent writer, creating well-framed media moments, engaging long-form articles and thumb-stopping social content.

You have at least 5 years' experience developing ambitious media strategies to make complex issues cut through across a range of media outlets. You understand the Australian media and social media landscape and have existing relationships with key journalists.

You're a relationship builder and excellent communicator. You're a creative problem solver, in your element working in a fast-moving environment with many different balls in the air.

You may have honed your skills 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 across our legal programs.

Environmental Justice Australia is an equal opportunity employer. We recognise structural barriers like racism, ableism, classism, homophobia and sexism impact opportunities to gain paid experience, so we also value your broader skills and knowledge. We especially encourage First Nations, people of colour, LGBTQI+ people, neurodivergent folks, people with kids and those living with disabilities to apply.

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

LOCATION

EJA's head office is in Melbourne but for the right candidate who is prepared to travel periodically, 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 radically better world.

We are proudly non-profit, non-government, and funded by donations from the community.

Read more about what we do and how we do it at www.envirojustice.org.au/work-with-us.

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.

YOUR RESPONSIBILITIES

- Drive sophisticated multichannel proactive and reactive media strategies to generate sustained coverage and achieve program objectives.
- Develop key messages, framing and communications strategies on complex issues.
- Drive and deliver a broad range of media tactics to fulfil strategic objectives – including writing media releases, pitching stories, organising media actions, developing reports and briefers.
- Develop compelling, high quality digital content for EJA's channels – such as social media explainers, blogs, long-form articles and reels – to tell the full story about our clients, court cases and legal interventions.
- Support and train staff and spokespeople to pursue earned and owned media opportunities.
- Supervise staff and external consultants and manage projects, if required.
- Maintain EJA's media monitoring, track outcomes and impact, and provide staff regular updates.
- Stay on top of innovative and new ideas/technologies across media and social media platforms, and pilot new approaches at EJA.
- Contribute to the EJA team and the running of the organisation and office.

KEY SELECTION CRITERIA

ESSENTIAL

- Five plus years of experience as a media advisor or campaigner or communications specialist, preferably in an environmental NGO or social justice organisation or other advocacy or campaign setting.
- Proven ability to develop multi-channel reactive and proactive media strategies to secure significant and sustained media coverage.
- Excellent copywriting and written communication skills, with a proven ability to frame complex issues in a compelling way.
- Task management skills: ability to manage workflows with competing tasks and tight deadlines and work with a high degree of autonomy – both independently and in a collaborative team environment.
- 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:

- Demonstrated experience developing media campaigns in an environmental or social justice advocacy or public interest legal setting.
- In-depth understanding of environmental and climate communication best practice, including messaging, framing and persuasive communication.
- Demonstrated experience working with First Nations communities and people at the frontline of environmental harm, and the ability to communicate in a way that is safe, effective and accessible for communities fighting injustice.
- A good working knowledge of design tools such as Canva, Adobe Creative Suite.
- Experience creating videos and visual campaign assets, and producing web content and digital storytelling.
- Experience creating content for social media and an up-to-date understanding of social media platforms and algorithm trends.

TERMS AND CONDITIONS

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

- The position is a permanent full time role, but a nine day fortnight or 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 Victorian Community Legal Centres Multi-Enterprise Agreement (pending) with over-agreement salary and conditions depending on experience. Salary range for full-time work is \$104,184 to \$109,881 depending on experience, plus superannuation and leave loading.
- 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.
- Our Melbourne office has secure bike parking and is close to public transport as well as the Queen Victoria Market and Melbourne CBD.
- Be part of an organisation that values and celebrates cultural diversity.