



The Gawler Foundation
An integrated approach to health
healing and wellbeing

JOB DESCRIPTION MEDIA AND COMMUNICATIONS OFFICER

1.	MAIN PURPOSE OF THE ROLE	
	<p>Working to promote the Gawler Foundation's activities primarily through national, local and specialist media and to support the work of the Foundation.</p> <p>Write clear and concise copy for a range of audiences including the media.</p> <p>Work sensitively with case studies.</p> <p>Develop creative PR and communications campaigns.</p> <p>Work with the media on reactive media enquiries.</p> <p>Assist in the development and promotion of projects and events organised and or managed by the relevant departments including Marketing and Fundraising.</p>	
2.	POSITION IN ORGANISATION	
	Reports to	Chief Executive Officer
	Responsible for	Webmaster
	Main relationships	Chief Executive, Marketing and Fundraising, Research, Webmaster, Therapeutic Director.
3.	BRIEF DESCRIPTION OF ROLE	
	<p>The role is responsible for the external profile of the organisation; planning and implementing a proactive communications strategy, working across the organisation with Marketing, Fundraising, Research and the CEO.</p> <p>This includes media relations, co-ordinating communications activities, developing and popularising the brand, developing and strengthening our campaigning activities and advertising. It also includes the development and maintenance of the website media file and the responsibility for internal communications.</p> <p>To provide high level strategic media advice and communications expertise to assist the Foundation in its marketing, communications and media promotion activities.</p>	
4.	SCOPE OF THE ROLE	
A.	Develop, co-ordinate and implement an effective media and communications programme to support the Foundation's communications objectives.	
B.	Support the implementation of a proactive and reactive media relations programme.	
C.	Develop and implement a plan for increasing the Foundation's prominence in the healthcare and general media and to increase coverage to promote its programs and services.	

5.	DUTIES AND RESPONSIBILITIES
A	Manage the development, co-ordination and implementation of an effective public relations program to support the Foundation's communications aims.
	<ul style="list-style-type: none"> • Assist with the development, co-ordination and implementation of an external publicity programme for TGF initiatives and activities, collaborating with appropriate colleagues. • Manage the PR and Communications of other key events. eg.conference, seminars, programs etc. • Ensure the development and maintenance of promotional materials liaising with appropriate colleagues.
B	Support the implementation of a proactive and reactive media relations programme.
	<ul style="list-style-type: none"> • Write high quality press releases, statements, articles and copy for promotional materials. These will be well researched, produced and disseminated to maximise on publicity. • Deal with day-to-day media enquiries. • Support the development and maintenance of a database of appropriate case studies related to significant success stories. • Use and maintain all the media management systems including the media database. • Assist with the collation of news cuttings and evaluation of PR campaigns. • Assist with the updating of the home page of the website on a weekly basis. • Assist with the briefing of staff around news stories which are expected to prompt enquiries. • Manage the production of quarterly 'Healthy News' magazine securing copy and articles and working collaboratively across TGF.
C	Develop and implement a plan for increasing the TGF's prominence in the healthcare and general media and to increase coverage to promote its programs and services.
	<ul style="list-style-type: none"> • Develop and implement a media relations plan to position TGF in the media. • Establish agreed PR plans with fundraising and marketing and keep these updated. • Build and maintain strong media contacts across all media. • Look for and create opportunities for media coverage. • Develop strong case studies to exemplify the TGF's work.
D	Encourage excellence in communications and promotional activities.
	<ul style="list-style-type: none"> • Give information to staff, on promotional campaigns as appropriate. • Advise staff, on PR issues. • Develop, implement and disseminate the production of agreed PR and program support materials. •

6.	GENERAL RESPONSIBILITIES
	<ul style="list-style-type: none"> • Contribute positively to TGF and team meetings, team working and implementing organisational priorities. • Be flexible within the broad remit of the post. • Take direction on projects and priorities, which may vary from time to time. • Abide by organisational policies and practices, including the equal opportunities policy, code of conduct, food guidelines. • Be self servicing and able to act on own initiative where necessary. • Assist in administrative and promotional support at TGF fundraising events outside normal working hours eg: conference, seminars, Open Day

Skills and Experience

A recognised degree in Media and/or Communication or Journalism

At least five years relevant experience in the industry

The incumbent must have excellent written and verbal communication skills; undertake successful media liaison activities; work independently with minimal supervision to produce the desired results and be able to produce clear communications.

The ability to produce results is essential.

A personal interest in the work of TGF and its philosophies an advantage.

Computer skills:

Adobe Suite of programs, particularly InDesign.

Microsoft Office.

Website Content Management Systems.

This job description does not form part of your contract of employment. The duties laid down in this job description may change from time to time, and the position may be required to fulfil other duties as and when required.

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