



MEDIA OFFICER
Position Description
12 month fixed term contract

Primary objective

An experienced journalist is required to raise the profile of environmental issues and campaigns for a coalition of leading non government, not-for-profit conservation organizations: The Wilderness Society, Environment Victoria, Victorian National Parks Association, Friends of the Earth and the Australian Conservation Foundation.

Measures

- Regular coverage of campaigns in print, radio and television;
- Daily monitoring of media for opportunities to advance campaign objectives;
- Identify and deliver initiatives to generate favourable media attention for campaigns;
- Development of effective and strategic media messages for campaigns;
- Coalition organisations are the preferred media contact on their campaign issues

Tasks

- Draft media releases, opinion pieces and letters to the editor;
- Liaise with the media;
- Support campaigners to develop media plans and activities to support their campaigns;
- Provide media coaching to staff and strategic partner organizations;
- Develop any necessary systems to support media efforts, eg. media monitoring, high quality media materials;
- Undertake other writing tasks as assigned;
- Deliver simultaneous projects within tight timelines;
- Undertake tasks as directed by the EV's Chief Executive Officer.

Criteria

- Thorough knowledge of how the electronic and newspaper media operates, including metropolitan and regional media networks;
- Significant exposure to political issues as they are played out in the public arena;
- Excellent written and oral communications skills;
- Sound news and political judgment;
- Management experience and ability;
- Computer literacy, particularly word processing, internet and email skills; and
- Demonstrated enthusiasm for environment issues and a commitment to achieving change

Terms and Conditions

The position is full time for a fixed term contract of 12 months. Remuneration to be negotiated based on the extent of the applicants experience. Remuneration is at EV3 level with a starting salary of \$50,505 plus superannuation. The successful candidate will report to the Chief Executive Officer, Environment Victoria.

EV staff are required to undertake job responsibilities in a manner consistent with OH&S, EEO and AA policies and procedures. Travel in Victoria and Australia may occasionally be required. A current driver's licence is required.

To Apply

Applications addressing the selection criteria and the names of two referees to be sent to:

Chief Executive Officer
Environment Victoria
PO Box 12575
A'BECKETT STREET VIC 8006

or preferably emailed to: admin@envict.org.au

Applications close 5 pm, Friday May 25, 2007

For further information contact Dr Paul Sinclair, Acting Chief Executive Officer on 03 9341 8105 or 0417 017 844.