

## POSITION DESCRIPTION

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<b>POSITION:</b>	Senior Media Advisor
<b>LOCATION:</b>	Inner City Melbourne
<b>EMPLOYMENT:</b>	Two-year fixed-term contract
<b>FTE:</b>	Part time (0.4-0.6 FTE)
<b>REPORTING TO:</b>	Director of Strategic Communications

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### About Penington Institute

At Penington Institute, we believe in approaching drug use in a considerate and practical way to make individuals and families safer and healthier.

Frank and fiercely independent, we connect lived experience with research to improve the management of drugs – including alcohol and pharmaceuticals – through community engagement and knowledge sharing.

Our default as a society has been to pour scorn on those who use drugs and judge them harshly by seeing their problems as self-inflicted. But human beings are complex, and so is this issue.

Judging is easy. Helping is more of a challenge. **Help us rise to the challenge by joining our team.**

### The role

Deeply engaged with the news cycle, the Senior Media Advisor is responsible for developing and driving our overarching media strategy connecting important public health messages with the broader community and shaping the discourse around drugs.

You will have a solid understanding of the challenges we face supporting approaches to drug use that promote safety and human dignity. You will have a keen interest in keeping up to date with the latest news and changes in the drug use sector and policy landscape, seeking opportunities to raise the profile of Penington Institute by contributing to the media narrative as it happens.

You will be the kind of person who is driven to find, package up, and pitch stories that align with our goals to targeted journalists and outlets. You will be fast with your management of incoming media enquiries and first when responding to relevant issues raised in the media.

Experience and knowledge of international media landscapes is highly desired. Your knowledge of different media cycles and event/campaign management will also be well placed in this role. You will work well in a small and high-achieving team, collaborating with others to gain knowledge and insights to support our media approach.

This role is best suited to a person who wants to put their exceptional media skills and expertise to work in a complex public health area.

### **Responsibilities**

- Develop an achievable media strategy aligned to Penington Institute's broader goals;
- Maintain a high level of awareness of the political, social and media landscapes, monitoring emerging topics and identifying opportunities;
- Cultivate and maintain strong working relationships with the media;
- Develop and pitch stories to targeted journalists and outlets on a regular basis;
- Respond to media enquiries in a timely fashion, developing and executing responses in collaboration with the CEO and broader team;
- Produce high quality media materials including media releases, key messages, statements, pitches, news stories, opinion pieces, etc as needed;
- Provide media briefings, debriefings, briefing notes, and advice to Penington Institute spokespeople, primarily the CEO;
- Represent Penington Institute at functions where media engagement is likely;
- Manage Penington Institute's media monitoring and reporting.

### **Required skills and qualifications**

- Relevant qualifications and/or extensive experience in public relations, media relations, communications, journalism, or related field
- Highly developed written, verbal, and analytical skills, including ability to write media materials that are relevant, timely, accurate and have a high impact
- Solid experience pitching to journalists, maintaining working relationships, and a demonstrated ability to successfully place proactive media stories
- Demonstrated experience and knowledge of the Australian media landscape
- Excellent organisation and time management skills
- Willingness to be flexible with work hours in order to be responsive to relevant and urgent issues in the media, including after-hours or weekend/public holiday work
- Strong interpersonal skills with the ability to relate to people from a diverse range of social and cultural backgrounds, and work in environments which require a high degree of integrity, judgement, confidentiality, sensitivity, and thoughtfulness
- Proven self-direction with the ability to exercise initiative, discretion and judgement when working remotely

### **Highly regarded skills and experience**

- Prior work within contexts outside of Australia
- Understanding of the media landscape in the United States and Canada
- Government relations experience

### **Employment Conditions**

- Part time, 2-year fixed-term position available, extension possible.
- Base salary + 11% superannuation + generous tax-effective not-for-profit salary packaging options.
- This role will require work outside of regular work hours and flexibility

## How to Apply

- To apply please email your resume and cover letter outlining your skills, experience and why you want to work for Penington Institute to: [a.rolle@penington.org.au](mailto:a.rolle@penington.org.au)
- Preferred candidates will be required to complete pre-employment screening, including a national police check and referee checks.
- Applicants must be an Australian Citizen or Permanent Resident or hold a valid work permit or visa. Work eligibility will be checked as part of the recruitment process.