



## Media Engagement Officer - POSITION DESCRIPTION

### ABOUT YOUNG AUSTRALIANS IN INTERNATIONAL AFFAIRS

Young Australians in International Affairs (YAIA) is a not-for-profit organisation dedicated to connecting and engaging the next generation of Australian leaders in international affairs and to building the high calibre leaders necessary to navigate Australia's future in the Indo-Pacific century. YAIA is a company limited by guarantee and a registered charity with the Australian Charities and Not-for-profit Commission (ACNC).

### ABOUT THE ROLE

The Media Engagement Officer will work as part of the Communications team to enhance YAIA's visibility and outreach by leading our strategic media engagement with media channels. A new role for YAIA, the successful candidate will work in conjunction with the Communications Director and Chief Executive Officer to develop and implement a media engagement strategy to engage across a range of media outlets, channels, journalists or bloggers in international affairs and related portfolios.

Successful applicants will be part of a diverse team of volunteers, uphold YAIA's values and contribute to YAIA's vision and mission. This role is crucial in maintaining and expanding our recruitment and partnership pipelines, while ensuring YAIA's initiatives and programs are effectively communicated to the public and relevant stakeholders.

### KEY INFORMATION

**Title:** Media Engagement Officer

**Length of Appointment:** 12 months  
(3 month probation period)

**Reports To:** Communications Director

**Commitment:** 5 hours per week  
(approximately)

**Role Type:** Voluntary- volunteers will not be remunerated for their time

### ROLES AND RESPONSIBILITIES

Task	Description	% of Role
<b>Media engagement strategy, planning and relationships</b>	<ul style="list-style-type: none"> <li>Develop YAIA's media engagement to promote YAIA's initiatives, programs, events and/or achievements.</li> <li>Cultivate and maintain relationships with media outlets, channels, journalists and bloggers in</li> </ul>	50%

	<p>international affairs, with a view to securing media coverage to further YAIA's mission and reach.</p> <ul style="list-style-type: none"> <li>● Collaborate with YAIA portfolios to identify media opportunities, ensuring media engagements and materials are aligned with YAIA's goals and priorities.</li> <li>● Facilitate interviews and engagement between media and YAIA's Chief Executive Officer.</li> <li>● Maintain regular contact with the Communications Director by adhering to the 24hr react/response policy.</li> <li>● Managing the Communications mailbox.</li> </ul>	
<b>Writing, proofreading and editing</b>	<ul style="list-style-type: none"> <li>● Write and distribute press releases, news stories and related content to support YAIA's media outreach and communication with key stakeholders.</li> </ul>	30%
<b>Representation</b>	<ul style="list-style-type: none"> <li>● Actively promote the work of YAIA.</li> <li>● Represent YAIA by communicating and interacting with members of the international affairs community</li> </ul>	15%
<b>Other duties as reasonably required</b>	<ul style="list-style-type: none"> <li>● To be negotiated with the Communications Director as required</li> </ul>	5%

## KEY SKILLS, KNOWLEDGE AND ABILITIES

- ✓ Previous experience in media, public relations or communications roles
- ✓ Demonstrated knowledge of and interest in international affairs
- ✓ Outstanding written and verbal communication
- ✓ Ability to network and liaise with a range of high-level stakeholders
- ✓ Excellent time management and organisation

## DESIRABLE SKILLS, KNOWLEDGE AND ABILITIES

- ✓ Demonstrated ability to cultivate and maintain relationships with media professionals and organisations
- ✓ Understanding of not-for-profit sector dynamics and communications strategies

## OTHER CRITERIA

Applicants must be:

- ✓ Australian citizens or permanent residents
- ✓ Aged between 18 and 30 years of age

## INTERESTED?

Applications for the position of Media Engagement Officer should be addressed to Emily Conroy, Chief People Officer, Young Australians in International Affairs. Please email a C.V. (no longer than 2 pages) and a one-page cover letter, attached as one document, to [e.conroy@youngausint.org.au](mailto:e.conroy@youngausint.org.au) (with [j.woolnough@youngausint.org.au](mailto:j.woolnough@youngausint.org.au) cc'd) **by 11:59pm 11 August 2024**. Shortlisted candidates will be contacted for an interview (via Google Meet).