



# POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Public Relations Manager
<b>DEPARTMENT:</b>	Communications and Development
<b>DIVISION:</b>	Communications
<b>OCCUPANT:</b>	Vacant
<b>DATE APPROVED:</b>	July 2010
<b>APPROVED BY:</b>	Lyn Amy General Manager, Communications & Development

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## ORGANISATIONAL PURPOSE:

Established during the Great Depression, the Brotherhood of St Laurence was the vision and creation of Fr Gerard Tucker, a man who combined his Christian faith with a fierce determination to end social injustice. The Brotherhood has developed into an independent organisation with strong Anglican and community links. Today, we continue to fight for an Australia free of poverty.

The Brotherhood of St Laurence employs over 600 staff and is supported by 1200 volunteers. We are developing social and community enterprises to address inequality by forming partnerships between government, business, community and welfare organisations.

As well as providing services and programs for families and elderly people on low incomes, refugees, young people and the unemployed, we research the causes and effects of poverty and advocate national and local policy solutions for people who are disadvantaged.

The Brotherhood is currently focusing its work on strategies to alleviate and prevent poverty for those people most at risk at the four transition stages considered critical to their future well being: the early years, the years from school to work, periods in and out of work and retirement and ageing.

The Communications and Development department is one of six Divisions of the Brotherhood of St. Laurence (BSL), and has overall responsibility for marketing, media, public relations, fundraising, publications, internal communications, web content, events and corporate and public affairs.

## **DEPARTMENTAL PURPOSE:**

To support the Brotherhood's work by promoting our services and policy solutions for an Australia free of poverty.

Communications and Development is one of six departments of the BSL, and has responsibility for the provision of a range of internal shared services focused on fundraising, advocacy and corporate relations. The Communications area comprises: Senior Manager, Communications; Website and Publications Manager; Public Relations Manager; Editor; Communications Coordinator; Editorial Coordinator and Communications Support Officer. These staff manage the day-to-day operations of external media, publications and the website and work closely with the Development team.

## **POSITION PURPOSE:**

The Public Relations Manager is responsible for increasing media coverage and public support for the Brotherhood's work by promoting our services and policy solutions for an Australia free of poverty. This role includes media liaison, public affairs and identifying opportunities and strategic alliances to leverage the Brotherhood's profile and our corporate partners' profiles.

## **KEY RESPONSIBILITIES AND DUTIES:**

1. Establish and maintain effective media networks and relationships in order to promote the organisation
2. Develop and implement proactive media plans for a wide range of issues and events including: fundraising and community events, advocacy campaigns and to support BSL social enterprises such as Brotherhood Books, Floodsax, Second Edition, Brotherhood Green and Phoenix Fridges.
3. Proactively identify opportunities for media events or stories to promote the organisation
4. Write and disseminate media releases and follow up to organize interviews and photos
5. Update and maintain a media contacts database
6. Manage media monitoring and report regularly on results achieved
7. Work collaboratively with BSL staff and external stakeholders to generate coverage of joint campaigns or partnerships
8. Work with the Senior Manager, Communications and General Manager, Communications and Development on special projects such as the development of the Brotherhood's Ambassador program
9. Work cooperatively with other BSL staff to ensure media activities are appropriately reflected in publications, websites, social media and internal materials
10. Support Brotherhood staff, clients or stakeholders in dealing with the media and provide training when necessary

11. Provide advice to staff and managers across the organisation about promotion and communication activities, and ensure media policies are adhered to

## **MULTISKILLING:**

12. The Public Relations Manager may be directed to carry out such duties as are within the limits of their skill, competence and training.

## **ORGANISATIONAL RELATIONSHIPS:**

Reports to: Senior Manager, Communications

Internal Liaisons: Website & Publications Manager  
Communications Support Officer  
Events Manager  
Senior Managers across BSL and key spokespeople

External Liaisons: Media networks, corporate partners

## **KEY SELECTION CRITERIA:**

- A degree in communications, public relations, journalism or a relevant discipline and/or extensive work experience in those fields.
- Demonstrated experience in successfully pitching stories to reporters, editors and producers and achieving media coverage in print, press, radio, television and online, preferably in an agency environment.
- Excellent media contacts across a wide range of channels and areas ideally related to news, social affairs, policy and community.
- Demonstrated ability to write engaging and effective media releases.
- Excellent interpersonal and negotiating skills and demonstrated ability to develop relationships with staff at all levels of organisations, with journalists and with people from all walks of life.
- Excellent organising skills and demonstrated ability to initiate and implement creative and successful media campaigns and events within tight time-frames.
- An understanding of the issues facing the welfare sector, and familiarity with fundraising practices (desirable, not essential).
- Understanding of and sympathy with the values and ideals of the BSL.
- Current Victorian drivers licence.

## **CONDITIONS OF EMPLOYMENT:**

- Conditions as per the BSL, ASU & SDA Enterprise Agreement.
- This is a full time permanent position.
- Salary will be \$60,000 per annum plus generous salary sacrificing benefits
- It is a condition of employment that all staff take responsibility for a safe and healthy work environment and have a commitment to equal employment opportunity and a workplace free from discrimination and harassment.
- All staff are expected to behave in accordance with the principles of the Brotherhood of St Laurence Code of Ethical Behaviour.
- A three-month probationary period applies.

- In accordance with legislative requirements and the Brotherhood of St Laurence Child and Youth Safe Organisation and Working with Children Check policies, all BSL staff and volunteers are required to undergo a Working with Children Check (WWCC).
- The BSL operates a smoke-free work environment.

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*General Manager's signature*

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*Incumbent's signature*

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*Date*