Position description

Position title: Publicist and Media Relations
Employer: Jean Hailes Foundation
Location: East Melbourne Office
Department: Marketing & Communications
Supervisor/Manager: Caroline Cottrill, Partnership and Communications Manager
Date: 30 March 2022

Background

Jean Hailes for Women’s Health (JHF) is a national not-for-profit organisation dedicated to improving the knowledge of women’s health throughout the various stages of their lives, and to provide a trusted world-class health service for women.

We combine research, clinical care and practical education for women and health professionals. Our key point of difference is the translation and dissemination of research and medical evidence into easy-to-understand health information, delivered in multiple ways, to suit our audiences.

Our aim is to inspire confidence to create healthy lives for all women, girls and gender-diverse people.

Department

The Marketing and Communications team is responsible for:

- Planning, developing, producing and delivering content across all Jean Hailes channels, including:
  - Jean Hailes’ websites (excluding health specific resources)
  - Social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn)
  - Digital content such as podcasts, video, motion graphics.
- Supporting the Jean Hailes Public Health & Education Unit, Development Units and Clinics in the development of fact sheets, booklets, promotional material, reports or submissions as required
- Media engagement, communication planning and delivery
- Brand, visual design and organisational brand guardianship
- Ensuring the Jean Hailes ‘voice’ remains consistent internally and externally and that it adheres to strict editorial standards
- Monitoring performance against benchmarks and KPIs
- Preparation and distribution of reports to internal and external stakeholders.
Position description

The Women’s Health Week unit works within the Marketing and Communications team. Women’s Health Week is Jean Hailes’ most significant national stakeholder event, serving a range of organisational goals:

- Increase national brand awareness
- Expand national engagement with the health professional sector, consumers and media
- Increase reach and engagement through strategic partnerships
- Improve health literacy
- Facilitate connections and self-confidence among women
- Provide access to evidence-based health information for all women, girls and gender-diverse people
- Meet key deliverables in the 2021-2025 Australian Government Department of Health agreement.

Summary of position

The Publicist and Media relations position is engaged to drive all media opportunities for Jean Hailes across five areas: Women’s Health Week (5-11 September 2022), the launch of the National Women’s Health Survey (Aug 2022), supporting promotion of health information to consumers (year-round), improving Jean Hailes brand exposure and national campaigns as required (e.g. COVID-19 vaccinations for pregnant women).

The Publicist and Media Relations position reports to the Partnership and Communications Manager, but has a close working relationship with the CEO, and the Head of Marketing, Communications, and Development. The role also works regularly with media spokespeople including clinicians and health professionals, and the Head of Public Health and Engagement.

Key job requirements, responsibilities, and ongoing performance indicators

Publicity and media relations tasks:

- Assist with identifying, developing and implementing key media opportunities to engage and promote Jean Hailes (across traditional and non-traditional media such as podcasts)
- Coordinate activations and/or media launches as required
- Develop and distribute media releases and associated media communication in a way that maximises potential coverage
- In consultation with the Head of Partnerships and Communications, respond to media requests and queries, and manage the media inbox
- Manage all internal and external relations with media spokespeople, key journalists including clinicians, health workers, health professionals and advocates
Position description

- Prepare detailed briefing notes for all media spokespeople and gather relevant biographical information for promotion
- Work with a range of stakeholders to identify case studies for media opportunities
- Prepare additional written material such as media alerts, media kits, pitches and reports
- Develop, enhance and build trusted relationship with key media
- Manage media and stakeholder lists
- Measure, evaluate and report on media coverage regularly and as required, and recommend articles for reposting
- Coordinate media training as required.

General

- Attend monthly Communications meetings
- Coordinate RSVPs for all media events
- Support and assist team members and other projects as required.

Statutory & policy responsibilities

(i) N/A

Relationships

Direct Reports
- N/A

Indirect Reports
- N/A

Internal Relationships
- CEO
- Head of Marketing, Development and Communications
- Head of Public Health and Education
- Jean Hailes clinicians

External Relationships
- Health professionals
- Media
Position description

Selection criteria

Education level

Essential
- Formal tertiary qualifications in public relations or communications are essential. Of equal importance is a demonstrated track record of success in a media/publicity and communications role within the fast-paced, dynamic work environment.

Experience

Essential
- Strong interpersonal communication skills with the ability to communicate effectively, establish and maintain rapport with a wide range of internal and external stakeholders, and handle matters with maturity, confidentiality, and discretion
- Understanding of public relations principles and the role public relations plays in supporting Marketing initiatives

Desirable
- Previous work in the not-for-profit and/or health sector.

Knowledge & skills

Essential
- Demonstrated time management skills and the ability to manage multiple and competing demands
- Excellent oral and written communication skills with a proven ability to identify and articulate key messages
- Highly developed digital skills.

Desirable
- Knowledge of women’s health, health promotion principles and health behaviour.

Personal attributes
- Strong attention to detail
- Commitment to inclusivity
- Demonstrated ability to contribute to a positive and learning-focused work environment with initiative, fresh idea generation and a proactive approach
- A high level of interpersonal skills, which enable the appointee to liaise effectively with a wide range of people at a variety of levels internal and external to JHF
- Values collaboration, self-improvement and growth
- Demonstrated ability to participate positively in a team.
Position description

Workplace policies & practices

All Jean Hailes employees and contractors are required to familiarise themselves with the organisation’s policies and procedures, and to always abide by them.

It is expected that at all times employees and contractors will:

- Be respectful towards the organisation, colleagues, consumers and stakeholders
- Support the Jean Hailes vision and strategy, and demonstrate the values of Jean Hailes.

Working conditions

- 3 days per week permanent part-time position
- Full-time 18 July - 15 September to meet demands of Women’s Health Week and the National Women’s Health Survey
- Work from home and East Melbourne office
- Flexible working hours by arrangement
- Out of hours work will be required, however TIL will be available.