

Position description

Position title:	Media Relations Coordinator (0.8 FTE)
Contract:	Fixed term, finishing 30 June 2026
Employer:	Jean Hailes Foundation
Location:	East Melbourne Office
Department:	Marketing & Communications
Supervisor/Manager:	Communications Manager
Date:	December 2022

Background

Jean Hailes for Women's Health ("Jean Hailes") is a national not-for-profit organisation dedicated to improving women's health throughout the various stages of their lives.

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:

- Media engagement, communication planning and delivery to position Jean Hailes as a trusted, national opinion leader in women's health
- Planning, developing, producing and delivering content across all Jean Hailes channels
- Supporting the development and production of health information, education resources, promotional material, reports, and submissions
- Advertising and promoting resources for consumers and health professionals
- Brand, visual design and organizational 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 stakeholder

Position description

Summary of position

The Media Relations Co-ordinator is engaged, primarily, to create, drive and promote earned media to position Jean Hailes as a trusted, national opinion leader on women's health and promulgate the organisation's key messages. The Media Relations Co-ordinator will also, working with the Marketing and Communications team, leverage earned media to promote key events, health information and educational resources.

The Media Relations Co-ordinator reports to the Communications Manager, but has a close working relationship with the CEO, the Head of Marketing and Communications, and the Campaigns Manager. The role also works regularly with the Head of Public Health and Education, and media spokespeople, including clinicians.

Key job requirements, responsibilities & ongoing performance indicators

Media relations:

- Assist with identifying and developing earned media opportunities to position Jean Hailes and promulgate key organisational messages
- Develop and pitch media kits and/or releases, and respond to media requests
- Develop and coordinate media launches and events
- Build and maintain trusted relationships with media outlets and journalists
- Build and maintain trusted relationships with media spokespeople, including preparing detailed briefing notes, as required
- Work with a range of stakeholders to identify case studies for media opportunities
- Measure, evaluate and report on media coverage as required.

Public relations:

- Support the Communications Manager to identify and leverage opportunities to use owned media channels to position Jean Hailes and promulgate key organisational messages

General

- Other duties, consistent with above, as directed

Statutory & policy responsibilities

- (i) N/A

Relationships

Direct Reports

- N/A

Position description

Internal Relationships

- CEO
- Head of Marketing and Communications
- Campaign Manager, Marketing and Communications
- Head of Public Health and Education
- Jean Hailes media spokespersons

External Relationships

- Consumers
- Researchers
- Health professionals
- Media

Selection criteria

Education level

Essential

- Degree in communications or relevant industry experience in Public Relations and/ or media.

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 of 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.

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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,
- Ability to work autonomously and in a team environment to complete set tasks

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.