

Media Officer



Marketing & Communications, Global Ideas

THE OPPORTUNITY

Global Ideas is an interdisciplinary community committed to practical action for global health equity.

Global Ideas is on a mission to create and connect the next generation of global health leaders, and therefore we seek to engage our interdisciplinary community to build their capacity to lead change for better health equity in Australia and our region.

Recognising that global health challenges are complex, unpredictable, interdependent and often driven by factors outside the health sector, our programs draw participants from our diverse, next-generation, interdisciplinary community to provide action oriented learning in three Programs including:

- The **Global Ideas Forum**, *our popular annual conference*. A foundational crash-course on cutting-edge global health thinking, presented by leading global experts and home-grown innovators from a diverse array of industries and perspectives.
- The **Global Ideas Labs**, *small group facilitated discussion*. This series provides deeper dives into challenging topics relevant to the Asia-Pacific. Curious audiences will interact with panels that bring an unusual cross-disciplinary mix of next-gen practitioners together with the latest in global health research and thinking.
- The **Global Ideas Design Jams**, *problem-based experiential learning for global health action*. The Design Jam series brings the process of design thinking and entrepreneurship to the global health and development context.

YOUR ROLE

We invite applications for the position of **Media Officer**. You will be taking the lead on external communication of Global Ideas' content, sharing the brilliant stories and ideas that emerge from our Programs. Your key tasks will include:

- Create a media strategy that follows the key aims of Global Ideas
- Create media timelines around large events (a schedule for media posts and press releases)
- **Writing and sending press releases (before and after events)**
- Managing media contact databases

- Proactively building relationships with key journalists
- Using Twitter to make contact with journalists
- Framing a message is different ways for different audiences
- **Writing/editing articles/blog posts**
- Explore new channels of communication with partners and audiences e.g. partner's newsletters and blogs, magazines, etc.
- Monitor & evaluate reach (quantity) and effectiveness (quality) of articles
- Keep an archive of press releases and published articles

You'll be posting great content, sharing ideas and articles by academics & practitioners and asking provoking questions to start interesting thread discussions with our audience. There is no single formula, and if you have great interpersonal and written communication skills then get in touch, we can help you build the technical skills.

To be considered for this role you must be able to:

- **commit:** up to 10 hours per week and attend the *Global Ideas Forum* September 8-10th 2017.

BENEFITS

- You will shape the key global health leadership and innovation conference for Asia Pacific as you expand its reach,
- You will be immersed in a purpose-driven and supportive community of exceptional people from diverse industries delivering sustainable global health impact,
- You will develop strong relationships with next-generation global health leaders, industry partners and impact investors,
- You will develop new media skills and experiment with bold social media initiatives,
- *This is a volunteer role. Incidental expenses will be covered.*

APPLICATION PROCESS

Applications will be accepted on a rolling basis. Please send the following to applications@globalideas.org.au ASAP:

1. A **cover letter** to address the selection criteria above
2. A **CV or resume** that includes the contact details of two professional referees (these will not be contacted unless shortlisted for interview)

Interviews will be held in Melbourne and the role will commence immediately following. Candidates must be able to commit to the role for at least 6 months, preferably 18 months. For any queries, please email the Director of Community, Amelia Moulis at amelia.moulis@globalideas.org.au. We look forward to your application.