

COMMUNICATIONS DIRECTOR

The Australia Institute is one of the country's most influential public policy think-tanks. Based in Canberra, we conduct high-impact research that combines rigorous fact-driven material with cutting-edge communication strategies.

When we talk about 'research that matters' we are talking about making real, tangible policy changes that would not have happened if we were not there to make them happen.

We are seeking an experienced and dynamic individual for the role of Communications Director to lead the Australia Institute's media and communications. The role uses traditional, social, earned, and owned media platforms to generate media coverage of our research, build the profile of the Institute and ensure our work leads the national debate and drives changes in public policy.

This is a full-time role located in our Canberra office.

Key Responsibilities

- Lead the Australia Institute's media and communications team to drive public awareness of our research and help us shape the national public policy debate.
- Identify new opportunities and implement the organisation's strategic communications objectives, key activities to achieve these objectives, and how success and impact will be measured.
- Oversee media engagement and identify opportunities for increased media coverage.
- Manage the communications team to develop compelling and consistent messaging and manage key communication channels for the organisation including our website, social media platforms, media outputs, marketing materials and publications.
- Recognise gaps, challenges and opportunities as they arise and respond constructively.
- Work collaboratively across the organisation to provide strategic media and communications advice and manage a pipeline of content across our media and communications channels.
- Identify opportunities to use media, communications and social media to grow and consolidate the Institute's supporter base and audience e.g., through petitions, open letters etc.
- Develop content to support fundraising appeals, supporter engagement and event engagement.

Essential Selection Criteria

- Tertiary qualification in communications, marketing, journalism, public relations, or related field.
- Demonstrated experience in media and communications, with evidence of developing and leading strategy and supervising or leading others at a senior level.

- Excellent leadership skills and ability to manage a team in a fast paced and dynamic work environment, highly self-motivated, self-driven and flexible.
- Outstanding organisational skills.
- Expertise in crafting, editing, and disseminating compelling written and digital content.
- Strong understanding of Australian parliamentary processes, federal press gallery dynamics, and government relations skills.

Desirable Selection Criteria

- Experience in using content management systems such as NationBuilder and WordPress, or the ability to learn quickly.
- Experience creating digital content using graphic design and video editing skills.
- Graphic design and website editing skills would be an advantage.

About Us

The Australia Institute is an independent public policy think tank that conducts research and advocates for progressive policies across a range of social, economic, and environmental issues. For thirty years, we have been publishing independent evidence-based research, combined with impactful advocacy, that shapes the public policy debate and drives positive change for a better Australia.

What We Offer

- The opportunity to make a significant impact on important social and environmental issues.
- A supportive and inclusive work environment that values creativity, innovation, and collaboration.
- Competitive salary commensurate with experience.

Application Instructions

You must have the right to live and work in Australia to apply.

To apply, please submit your resume and a cover letter (no longer than two pages) outlining your relevant experience to recruitment@australiainstitute.org.au. Please include "Communications Director - [Your Name]" in the subject line.

Applications must be submitted by 11:59 pm on Sunday, 21 July 2024.

Please note: Part-time, remote or work from home arrangements are not available for this position.

Salary will be negotiated based on skills and experience.

For further information about this opportunity, please email recruitment@australiainstitute.org.au, and we will get back to you.

With a flair for engaging communications, you will work alongside a dynamic and growing team to raise awareness about critical issues and drive meaningful policy change.