

Pint of Science Australia is run entirely by volunteers. All roles in the organisation are unpaid.

## Director of Media & Communications

### **Purpose of the Role:**

The Media & Communications Director is responsible for leading public engagement with Pint of Science Australia through traditional media and digital communications, and for improving internal communications within the organisation. This includes the development of a media and communications strategy for the annual festival and the off-season, and reviewing current internal communications practices within the organisation. In doing so, the Media & Communications Director plays a crucial part in building the Australian public's appreciation for science through increasing their engagement with Pint AU's science engagement activities.

### **Position in the Organisation:**

Reporting to the co-CEOs, the Media & Communications Director works collaboratively with all members of the Leadership team to drive external engagement with Pint of Science Australia, and improve internal communications within the organisation. Their direct reports include a Media Manager and a Communications Manager, who lead their respective teams. The Director of Operations is expected to attend fortnightly Leadership meetings.

### **Key Responsibilities:**

- Work collaboratively with the Pint of Science Leadership team to set strategic goals and targets for the year ahead relating to media and communications.
- Develop, and oversee the implementation of, an evidence-based media and communications strategy to drive engagement with Pint of Science Australia, including the annual festival and off-season. This includes:
  - Overseeing and supporting the Communications portfolio using digital media;
  - Overseeing and supporting the Media portfolio using traditional media;
  - Overseeing Pint of Science AU's mailing lists and associated campaigns;
  - Reviewing and updating Pint of Science AU's website content; and
  - Planning, monitoring, and reporting against progress on social and traditional media engagement.
- Improve internal communication practices within the organisation to increase volunteer satisfaction.
- Build and maintain a supportive, inclusive, trusting, and collaborative team culture, through clear communication, integrity, and accountability, and through developing and fostering the leadership capabilities of team members.

**Expected time commitment:**

3-5 hours per week, increasing to 5-8 hours per week in the six weeks leading up to the Pint of Science AU annual festival (May 13-15, 2024).

**Term:**

This position is being filled for one Pint of Science Australia season, until July 2024. This Term may be extended upon mutual agreement between the incumbent and the Pint AU supervisor.

**Key Selection Criteria:**

- Highly effective written and verbal communication skills, including impeccable copywriting and copy-editing abilities.
- Strong leadership skills and ability to work effectively with a range of internal and external stakeholders.
- Data-driven and evidence-based approach to engaging with media and strategic communications, including via social, and traditional, media outlets.
- Supervision or team management experience.
- Passion for promoting science engagement and advancing the organisation's mission.

**Desired Skills:**

- Graphic design experience
- Science communication experience
- Experience with search engine marketing, Google Analytics, and Google AdWords

**Application process:**

If you feel you meet the requirements of the role, please apply by sending through your CV and a covering letter addressing the key selection criteria to Co-CEOs Maria Roitman and Jin-oh Choi at: [ceos@pintofscience.com.au](mailto:ceos@pintofscience.com.au).