

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

## Media Manager

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

The Media Manager is responsible for managing external engagement with traditional media outlets to disseminate information about Pint of Science Australia, including its science engagement activities as part of the Annual Festival and off-season events. This role 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 Director of Media and Communications, the Media Manager works collaboratively with members of the Leadership Team and external stakeholders to drive public engagement with Pint of Science Australia. Their direct reports include Media Project Officers. The Media Manager is part of the Leadership Team. They are invited to attend fortnightly Leadership meetings and may, on occasion, deputise for the Director of Media and Communications as required. In addition, the Media Manager is expected to attend regular update meetings with the Director of Media and Communications.

### **Key Responsibilities:**

- 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.
- Contribute to the development, and manage the implementation, of a media engagement strategy for Pint of Science Australia to increase media coverage of science engagement activities during the annual festival and the off-peak season. This includes:
  - Working collaboratively across the Media & Communications portfolio to amplify Pint of Science Australia's success stories;
  - Coordinating interviews with relevant scientists and volunteers; and
  - Establishing productive and trusted working relationships with reporters, journalists, science communicators, and media contacts.
- Maintain, update, and expand Pint of Science Australia's database of traditional media contacts.
- Create documentation and reporting to measure the impact of traditional media sources in driving the public's interest, appreciation and engagement with Pint of Science Australia's activities.

**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 and skills, including confidence in contacting media and "cold calling".
- Strong relationship-building skills and the ability to work effectively with a range of internal and external stakeholders.
- Supervision or team management experience.
- Project management and coordination skills.
- Passion for promoting science engagement and advancing the Pint of Science AU's mission.

**Desired Skills:**

- Science communication experience

**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).