# Media Manager
## National Team – Leadership Role

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

## Purpose of the Role

The Media Manager is responsible for managing traditional communications to the public and overseeing the production of engaging blog articles and podcast content, to increase Pint AU's science engagement activities and the public's engagement with Pint AU throughout the year, including the annual Pint of Science festival.

This includes external engagement with traditional media outlets to disseminate information about the annual festival and Pint AU's off-season activities and managing the development of podcast and digital journalism content.

This role plays a crucial part in building the Australian public's appreciation for science by increasing their engagement with Pint AU's science activities.

## Position in the Organisation

With guidance from the Director, Media and Communications, the Media Manager collaborates with the Leadership Team, wider national team and external stakeholders, to drive public engagement with Pint AU.

Their direct reports include the Media Officers.

The Media Manager is expected to attend fortnightly meetings with the Director, Media and Communications and to run regular meetings with their direct reports. As a member of the Leadership Team, the Media Manager is also invited to attend fortnightly Leadership meetings.

## Key Responsibilities

- Contribute to the development, and manage the implementation, of a media engagement strategy to increase media coverage of Pint AU's science engagement activities during the annual festival and the off-peak season. This includes:
    - Establishing productive and trusted working relationships with reporters, journalists, science communicators, and media contacts,
    - Working collaboratively across the Media and Communications portfolio to amplify Pint AU's success stories,
    - Coordinating interviews with relevant scientists and volunteers,
    - Managing creation and approvals of podcast and digital journalism content,
    - Coordinating promotional efforts across digital and traditional channels,
- Maintain and expand Pint of Science Australia's database of traditional media contacts.

- Monitor and report on the reach and impact of traditional media sources, in driving the public's interest, appreciation and engagement with Pint of Science Australia's activities.
- Build and maintain a supportive, inclusive, respectful, and collaborative team culture, through clear communication, integrity, and accountability, by developing and fostering the leadership capabilities of team members.

## Expected Time Commitment

4 – 8 hours per week, with an increase in workload closer to the festival and major milestones up to 10 hours per week. As the role requires engagement with external media stakeholders, at times you may be required to be available through normal business hours.

## Term

This position is being filled for one Pint of Science Australia season (July of the current year, until end of June the following year). This term may be extended upon mutual agreement between the incumbent and their supervisor.

## Key Selection Criteria

| Essential |
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| <ul><li>Highly effective written and verbal communication skills, including confidence in contacting media contacts.</li><li>Demonstrated ability to work effectively with a range of internal stakeholders to accurately represent the views of Pint AU.</li><li>An understanding of podcast, media or digital journalism.</li><li>At least one of supervision or project management experience.</li><li>Passion for promoting science engagement and advancing the organisation's mission.</li></ul> |
| **Desired** |
| <ul><li>Experience in a communication, marketing, or media role.</li><li>Experience with hosting a podcast and/or using recording and editing tools.</li></ul> |

## Application Process

If you feel you meet the requirements of the role, please apply by sending your resume and a cover letter addressing the key selection criteria to:

**Talita Raglus**
*Director of Media and Communications*
communications@pintofscience.com.au