

PUBLIC RELATIONS COORDINATOR

POSITION DESCRIPTION

POSITION:	Public Relations Coordinator
REPORTS TO:	Marketing & Brand Manager
DIRECT REPORTS:	-
TYPE:	Permanent
FTE:	1.0 (full time)

THE REACH FOUNDATION

Being young is not without its struggles. Today's world is pretty complex and young people can experience a bunch of challenges that adults might not be able to relate to. One of the biggest hurdles is just having the confidence and support to be who they want to be.

The Reach Foundation (Reach) is an independent, for-purpose organisation that has been improving the wellbeing of young people across Australia for more than 25 years. Reach believes in a promotion, prevention and early intervention approach to building social and emotional skills in young people to develop their resilience and capacity to thrive.

There are currently over 4 million young people living in Australia, and Reach works with thousands of them a year. We have the best of the best working for us; designing and delivering workshops in schools and the community. Our workshops are 100% youth-led by our young Crew, from design through to delivery. The community we create out of these workshops is one that allows for deeper connection, a sense of belonging, and the dispelling of judgements. A preventative, instead of having to focus on symptoms in adult life.

THE ROLE

This newly created role will form an integral part of Reach's national marketing team based in Melbourne.

The Public Relations Coordinator will be an enthusiastic and creative storyteller with a nose for news and a proven track record in securing earned media. This role will be charged with driving external storytelling to promote Reach's work and initiatives, helping to build our brand and audience en masse.

In addition to developing, pitching and coordinating external media opportunities, the Public Relations Coordinator will work closely with the broader marketing team to produce written content for large-scale brand initiatives and marketing activities.

POSITION ACCOUNTABILITIES

PUBLICITY

- Actively seek and generate storytelling opportunities for external and internal channels
- Proactively identify and pitch media opportunities to media outlets
- Secure press opportunities to tell Reach's diverse stories of impact among participants, alumni and the broader community
- Deliver key brand messaging through media opportunities
- Manage and deliver on all PR activity for large-scale marketing and brand campaigns (ie; Round for Reach, EOFY etc)
- Develop and maintain strong relationships with journalists and external media contacts
- Drive the positioning of Reach as go-to experts on issues relating to young people and/or mental health, wellbeing
- Build brand currency by developing opportunities to comment on matters of national public discussion
- Work closely with the Reach CEO/ ELT to deliver profile pieces and media coverage of divisional work (ie approaches to wellbeing or program delivery etc)
- Work closely with the Brand Activation Lead to both deliver on and identify new opportunities to activate our corporate relationships through PR
- Write and distribute all press releases via media monitoring platform (we use Meltwater)
- Coordinate and attend all media opportunities
- Coordinate and/or lead media training for Reach media representatives
- Provide accurate and timely reporting/ insights about PR activity to the team and broader organisation where required

COPYWRITING AND COMMUNICATIONS

- Work closely with the CMO to continually review and refine Reach's messaging hierarchy and ensure consistent messaging across all communications
- Produce engaging written content for distribution across Reach's channels incl. website and publications (ie website articles, Annual Report, Impact Reports etc)
- Provide production support to the broader marketing team on internal content production (ie script writing or attending shoots)
- Help prepare key messaging copy for large-scale marketing and fundraising campaigns
- Help prepare key messaging and copy for eDMs and stakeholder communications
- Proofread and edit copywriting across the organisation

OTHER RESPONSIBILITIES

- Develop, lead and grow Reach's Ambassador program
- Create and foster relationships with new and existing Ambassadors/ celebrities
- Work closely with the Brand Activation Lead to activate our influencer network and grow Reach's audience
- Collaborate with all members of the marketing team on campaign ideas and creative execution
- Bring ideas and out-of-the-box creativity to brainstorming sessions

- Stay abreast of industry trends and best practice in PR and storytelling

KEY SELECTION CRITERIA

Essential

- Tertiary qualifications in PR or Communications
- 1-2 years' experience working in a similar PR role (agency or client side)
- Demonstrated experience in successfully identifying and pitching media opportunities
- Proven track record in securing regular, media coverage for brands/clients
- A strong news sense and understanding of news storytelling
- Robust understanding of the media news landscape and cycles including broadcast (TV, radio), print, digital, youtube, podcasts etc
- A finger on the pulse of news topics and industry trends
- Experience writing press releases, quotes and key messaging
- Excellent verbal and written communication skills
- Excellent relationship management skills
- Strong time management skills and an ability to manage multiple priorities at once

Desirable

- Existing relationships with media contacts
- Work experience on the “other side” – ie journalism, news coverage, production
- Experience in a NFP environment
- Prior work using a media monitoring/ distribution platform (we use Meltwater)
- Experience engaging brand ambassadors/ influencers to grow brand reach and impact

ADDITIONAL INFORMATION & REQUIREMENTS

- Reach is a child safe organisation and is committed to fostering a diverse and inclusive community of staff, crew and volunteers - a place where we can be ourselves and succeed on merit. As well as a comprehensive range of policies to protect the safety of young people, we offer a range of family friendly, flexible and inclusive employment policies to ensure that all people we work with are respected and valued, whatever their background.
- Any offer of employment at Reach is subject to a satisfactory Working with Children Check, identifying Reach as your employer, prior to starting employment at Reach and satisfactory National Police Records Check. It will be a requirement to provide evidence that Reach is identified as your employer in the WWC check.
- This position is based primarily at the individual's primary work location. Some travel may be required to various metropolitan Melbourne/Sydney, regional areas or interstate locations.
- Some after-hours work may be required for this role. Time in Lieu arrangements are in place, to compensate for the working environment and subsequent working hours that occur outside of standard business hours.
- Salary packaging arrangements are available to all Reach permanent and fixed term contract employees.