

A New Approach (ANA)

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| Role: | Director of Media and Communications |
| Reports to: | COO |
| Reports: | Manager, Operations & Logistics |
| Location: | Canberra, ACT |
| Hours: | Full Time, 12 month Maternity Leave Cover |
| Salary Range: | \$100,000 - \$120,000 + super |

Overview of role

The Director of Media and Communications is responsible for managing and delivering the media and communications program of A New Approach (ANA) in line with the organisation's Strategic Plan. The role will work with the Chief of Staff on the organisation's engagement strategy, including ongoing stakeholder analysis. The position has one report, the Manager, Operations & Logistics, to help deliver ANA's strategic and public engagement through events, social media, and broadcast communications.

About A New Approach (ANA)

Australians from every walk of life participate in and benefit from arts, culture, and creativity. Australia's leading arts and culture think tank, A New Approach (ANA), makes this evident through independent research and analysis. ANA's work informs discussion, shifts beliefs, inspires public policy, and brings together decision-makers and industry leaders around evidence-led ideas and pathways for pragmatic action. ANA's staff, board, expert advisory group, and philanthropic partners share a shared vision of a cultural life that emboldens Australia. The Director of Media and Communications will lead media and communications activities for ANA. This role includes the following duties:

Key responsibilities

The Director of Media and Communications will lead media and communications

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activities for ANA. This role includes the following duties:

- Develop and implement the media and communication strategy to support ANA's mission,
- Develop essential communications collateral and platforms, including materials to support research outputs, policy engagement, and government relations,
- Identify communication issues and develop and implement proactive measures for issues management and communication activities,
- Provide strategic communication and engagement advice to staff, including the CEO,
- Build and manage media relations and secure coverage across print, radio, online, and TV,
- Evaluate and report on the performance of media and communication strategies,
- Deliver all public relations activities and respond to media enquiries, and
- Develop key messages in line with ANA's strategy to inform the organisation's outward-facing communications and engagement strategy.

Selection Criteria

- Demonstrated ability to establish, lead and manage a media and communications program in a changing environment, including proven positive and relevant media relationships,
- Proven ability to translate organisational strategic goals into operational solutions and recommendations and exercise sound judgement,
- Highly developed interpersonal skills, including the ability to work collaboratively with a broad range of stakeholders,
- Highly developed oral and written communication skills, including the ability to prepare media and communications material with strict deadlines and under pressure,
- Tertiary qualifications or professional experience relevant to the management of communications is desirable,
- Comfortable with learning and using new technologies and systems, including developing and maintaining relationships remotely

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Other competencies and attributes

- An understanding of, and commitment to, the non-partisan nature of ANA's work
- Well-organised and anticipates next steps
- A collaborative, non-territorial style with a focus on achieving outcomes

This is a maternity leave position, for a flexible 12 month contract from August 2022. ANA is a flexible work environment and open to remote and shared workload applicants.

To apply, please send your CV and a two page cover letter addressing the selection criteria to cos@newapproach.org.au.

Applications close Sunday July 3, 2022.