

Position Description: Media Manager

ATA is a not for profit community organisation that promotes renewable energy, energy efficiency and water conservation. The organisation has over 5500 members and promotes to the wider community through its quarterly magazine and public workshops.



ATA advocates in both the government and industry arena, promoting access to good building design, water conservation and renewable energy technologies, as well as continual improvement of the technology, information and products needed to change the way we live. The ATA is a growing organisation in an increasingly high profile field.

The ATA exists to empower our community to develop and share sustainable solutions for the way we live.

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|-----------------------------------------------|-------------------------------------------|
| Position Name | Media Manager |
| Duration of contract Employment Period | Permanent |
| Employment Basis | Permanent part time |
| Number of Hours per Week | 3 days per week |
| Pay Rate (exclusive of Superannuation) | Pro rata equivalent to \$48,000 per annum |
| Reports to | Manager Communications |
| Staff Supervision | n/a |

Position Description

The purpose of the role is to develop, implement and manage media activities to help ATA achieve its aims:

- To empower our community to develop and share sustainable solutions for the way we live.
- To be the trusted source of knowledge and expertise on emerging sustainable solutions.

Responsibilities:

- Maintain an updated knowledge of the political, economic and social media landscape relevant to ATA's policy and projects.
- Identify, develop and implement media activities for ATA advocacy, projects, events and magazines, ReNew and Sanctuary.
- Provide media training to ATA staff and spokespeople.
- Manage risk associated with media coverage.
- Develop and maintain relationships with key Australian media.
- Track the effectiveness of media activities.
- Generate opportunities for media interview for ATA spokespeople
- Develop, draft and distribute ATA media releases, opinion pieces, media packs and other media resources.
- Other promotional activities as required

Selection Criteria

- Experience in developing creative media, communications or PR strategies.
- Skilled in effective written and verbal communication.
- Strong teamwork and independent decision making skills
- Capacity to work to tight and regular deadlines.
- Tertiary qualifications in media/public relations or relevant experience.
- Commitment to ATA values and aims.

To Apply

Please forward a current Curriculum Vitae and two pages (max) addressing the Selection Criteria to:

Ian Porter
CEO
ATA – Alternative Technology Association
Level 1, 39 Little Collins St
Melbourne VIC 3000

Or By email: ian@ata.org.au

Applications Close

22nd March 2010

For Further Information Contact

Donna Luckman
Communications Manager
Ph: (03) 9631 5410
Email: donna@ata.org.au