

MEDIA SPECIALIST

About the Australian Academy of Technological Sciences and Engineering (ATSE)

ATSE is one of Australia's five learned academies. We are a values-led, independent, non-government, not-for profit organisation comprised of over 900 independent world-leading STEM (science, technology, engineering and math) experts who make up our fellowship. ATSE provides evidence-based advice on how to achieve sustainable solutions using STEM expertise to positively impact and solve the big issues facing our nation, and in doing so advance prosperity for all Australians.

Our culture

ATSE is a values-driven employer that embraces diversity and offers a safe and inclusive work environment for all. We strongly encourage applications from Aboriginal and Torres Strait Islander people. We welcome applications from people with culturally and linguistically diverse backgrounds; who identify as LGBTIQ+; and people with disability. We actively listen to our staff so that we can provide an environment where they feel respected, connected and valued. We invest in our staff to nurture and grow each person's own professional capability.

About the role

Are you a content and media specialist who has savvy and experience in creating high impact content? Can you leverage media to promote an organisation? Knowledge of the media and skills as a talented storyteller are a must alongside broader content creation knowledge.

You'll be part of the multi-disciplinary ATSE Communications and Engagement team. This team spans web, design, events, content and strategists. As a team we work across the organisation with policy and program colleagues as well as with external stakeholders, including our 900-strong Fellow membership.

The Media Specialist role is the primary news media lead for ATSE and is responsible for growing ATSE's media profile as Australia's leading organisation representing Australia's top engineers, applied scientists and technologists.

This includes:

- Working with a high profile and media savvy CEO and President
- Provide guidance on proactive and reactive media management issues with key messages
- Pitching creative stories about our innovative STEM career programs
- Securing agenda setting news coverage for ATSE's reports and events
- Working to grow ATSE's profile as a lead commentator on engineering, applied science and technology issues
- Growing a broad network of news journalists contacts
- Developing relationships with our expert Fellows and other leading STEM spokespeople

Key accountabilities of the role include:

- Proactive collaboration across ATSE to develop planned content to support relevant, meaningful and engaging media outreach.
- Day-to-day media management, including identifying opportunities to interact with the news cycle
- Proactively developing and building a network of journalistic contacts
- Identifying, developing and implementing proactive media plans and reactive media responses
- Proactive pitching developing dynamic content including drafting of media releases, responses, opinion pieces and supporting social media content
- Developing content to support ATSE's strategic goals

- Media monitoring and reporting
- Support writing and editing across the organisation
- A proactive and positive approach, to support a thriving and inclusive workplace culture

We are seeking interest from a media relations or communications professional who is passionate about generating mass awareness on complex topics, and who has a strong interest in the role science, technology, engineering and mathematics (STEM) play in shaping a better world. The role requires excellent communication skills to develop timely compelling content in a fast-paced environment, and the ability to build strong networks both within and outside the organisation.

We welcome applications from people seeking full-time or part-time work.

Experience and Skills for Success

Essential

- Highly refined communication skills both written and verbal
- Organised with the ability to flexibly prioritise work as events evolve
- Ability to confidently build relationships across the organisation and externally
- Experience working in a busy environment with the ability to juggle competing priorities
- Demonstrates a collaborative approach, exhibiting drive and initiative to achieve outcomes

Desirable

- Experience (5+ years) in a media relations or public relations role
- Tertiary studies: Communications, Marketing, Public/Media relations, Science communication or related fields
- Proficiency with Salesforce suite

What we offer

- The opportunity to work in a 'for-purpose' organisation that lives its values everyday and engages with you as a human being first and as an employee second
- The opportunity to work flexibly
- Generous unlimited annual leave provisions
- Generous parental leave provisions
- Wellbeing support programs including EAP services with individualised coaching and counselling sessions
- Attractive remuneration package
- Opportunity to work with a talented and cohesive team with ongoing training and development and career prospects

Want to apply or curious to find out more?

Please visit our website at www.atse.org.au to learn more about our organisation and our values. To find out more about the role please email dawn.bennett@atse.org.au.

To apply, please submit your resume with a short cover letter of no more than one page, relating your experience and skills applicable to the role requirements.