



<b>POSITION</b>	Media Engagement Coordinator
<b>SALARY</b>	\$58,100, pro rata, inclusive of super
<b>EMPLOYMENT TYPE</b>	0.5 FTE (18.75 hours per week/37.5 hours per fortnight)
<b>LOCATION</b>	Sydney
<b>START</b>	May 2019

batyr is a 'for purpose' preventative mental health organisation, created and driven by young people, for young people. We run programs that help smash the stigma surrounding mental health and empower young people to reach out for support. We help create supportive communities.

We are an energetic, fun and dynamic team who are excited about changing the way we speak about mental health. We are on the hunt to build our team with even more passionate, skilled and driven people to continue to develop our high-performance culture and expand the reach and impact of batyr. If you want a workplace where you can bring all of your full, weird and wonderful self to the office each day, this is the place.

### working with us

At batyr, we make sure we have fun while doing important work. We care deeply about those we welcome into our work-family and do our best to support our team. We do this by:

- providing all permanent staff with a wellbeing budget that you can use for the gym, new surfboard, pottery class, ukulele lessons... almost whatever you need to help keep you feeling good
- providing ongoing professional training and wellbeing sessions
- structured internal and external mentoring
- wellbeing leave - your personal leave doesn't just have to be for sick days, at batyr you can also use this leave to support your mental health and wellbeing
- mid-year and end-of-year retreats
- flexible working arrangements

### about you

Being someone who understands young people and youth culture, you are up to speed with all the media they consume, from Punkee to the Betootea Advocate to Goat, you know what's trending for young people. But it's not just youth culture that you are an expert in, it's news and current affairs. You are the type of person who with their morning coffee likes to do a quick skim of the news headlines for the day, and you pick up on every single grammar mistake, shaking your head at the state of editing in today's 24/7 news climate.



From your experience, you know the who's who of media and have a solid list of contacts you could call on. You're not afraid to pick up the phone and pitch a story. Whilst you think media releases are outdated, you know the structure so well you could write one in your sleep. You know what works, and you know how to weave a good story or headline. In fact you are a born storyteller. Writing comes naturally to you. It's not forced. Just like a puzzle, you can identify all the pieces to an engaging story and piece them together for a impactful result. You can't wait to get your hands on the wealth of stories from batyr and spread them far and wide.

### position summary

The Media Engagement Coordinator will be responsible for driving media and public relations for batyr. The role will be pivotal in ensuring batyr has a visible and engaging presence in the community, and that our brand identity and values are effectively communicated across multiple platforms.

The role will ensure efficient and effective communication and media processes are set up and maintained for the scalable growth of batyr. You will be responsible for monitoring media and identifying opportunities for batyr to share stories, as well as inspiring and activating support from the Australian public as well as State and Federal Government.

This role will be working closely with the Marketing and Comms, Partnerships and Fundraising and Being Herd teams to ensure batyr's work is promoted effectively on both a state and national scale. The successful candidate will be required to support the media, marketing and comms team more broadly in an adhoc capacity when necessary. The Media advisor will report directly to the Media Marketing and Communications Manager

### key responsibilities

- Develop, plan and execute unpaid proactive and reactive media opportunities, working with key stakeholders to raise batyr's public profile
- Write and pitch out media alerts and releases;
- Develop and maintain quality relationships with journalists;
- Draft and consult on media plans;
- Coordinate media interviews and grabs;
- Optimise campaign and event messaging for a range of media stakeholders;
- Write and edit quarterly reports

### essential selection criteria

- A thorough understanding of Australian media
- Exceptional communicator, both verbally and written
- Experience in liaising with media and driving a strong media narrative
- Strong attention to detail, including accurate copy writing, editing and proofreading
- A demonstrated understanding of local and state issues in the mental health/third sector space
- A demonstrated ability to write engaging stories

- A passion for making a difference in the mental health of young Australians and aligned to batyr's five values; empathy, inclusive, balance, positive and bold

#### **desirable selection criteria**

- Experience with a media monitoring system
- 2 years of relevant experience
- Relevant tertiary qualifications
- Full driver's license
- Experience working with fundraising and not-for-profit campaigns would be an advantage

#### **how to apply:**

Please email your cover letter & CV to [careers@batyr.com.au](mailto:careers@batyr.com.au) by 9.00 am Monday 25 March, with the job title in the subject line.