

## Position Description

### Role Details

<b>Position Title:</b>	Director - Media and Communications
<b>Location:</b>	Flexible work arrangement available PWDA head office is in Surry Hills, Sydney
<b>Employment Status:</b>	Full Time Permanent
<b>Reporting To:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Communications Coordinator Communications Assistant Project Officer Communications and Engagement Assistant Training Manager
<b>Award:</b>	Salary commensurate with experience

### Organisational Chart for Media and Communications



## 1. About People with Disability Australia (PWDA)

People with Disability Australia (PWDA) is the peak body for people with disability and is made up of, led and governed by people with disability. It is a national disability rights, information, advocacy and representative organisation.

PWDA was founded in 1981 and has a vision of a socially just, inclusive and accessible community, in which the human rights, belonging, contribution, potential and diversity of all people with disability are recognised, respected and celebrated with pride.

PWDA is led by a Board of Directors elected through our membership base of people with disability from across Australia. Many of our staff are also people with disability.

We are a designated Disabled Persons' Organisation with a cross disability focus and are a not for profit, non-government organisation.

## 2. Equal Employment Opportunity and Affirmative Action

PWDA is a proud employer of people with disability and people with disability are strongly encouraged to apply for this position. As a representative agency, we recognise that people with disability bring unique perspectives, skills and knowledge that are important to PWDA's work and we therefore promote the recruitment and continued employment of people with disability.

We aim to be a disability confident organisation that builds a culture of inclusion and removes barriers for people with disability. To do this, we will provide reasonable adjustment to make sure our employees have the same opportunities as other employees.

We are also an Equal Employment Opportunity (EEO) employer and we embrace the diversity of our people, such as diversity in disability, race, cultural background, ethnicity, age, gender identity, sexual orientation or intersex status.

All selection is based on proven experience, qualifications and/or training and the person's potential to undertake the responsibilities of the position most efficiently and effectively.

We will not discriminate against applicants on any grounds and will take active measures to ensure discrimination plays no part in determining the best person for the position.

## 3. Benefits

- Make a significant impact on the lives of people with disability
- Lead a passionate, highly committed team
- Competitive salary and attractive benefits

## 4. Role Purpose

Reporting to the CEO, the **Director of Media and Communications** will provide strategic leadership to, and lead, a high performing team to deliver the current PWDA strategic and business plans in order enhance the agency’s excellent reputation amongst people with disability, the government, media and all other key stakeholders, and increase its capacity in representing people with disability.

Specifically, the **Director of Media and Communications** is the media liaison and will provide PWDA with advice, innovation and direction for all aspects of PWDA’s media, communications, and campaign activities. Working alongside the Chief Executive Officer, the Director of Media and Communications will lead the community response for PWDA, its membership and all people living with disability across Australia ensuring a positive representation of people with disability across Australia in matters of health, welfare, legal and social policy, and advocate to improve the health, and sustain the dignity, of PWD across Australia.

This role is also responsible for growing an engaged PWDA Membership.

## 5. Key Areas of Responsibility

Accountability	Responsibility
<b>Leadership and management</b>	<ul style="list-style-type: none"> <li>• Promote the Vision and Principles of PWDA to staff and external stakeholders at all times.</li> <li>• Contribute to leadership of a disabled people’s organisation (DPO), showcasing skills, expertise, knowledge and capacity of people with disability and our representative organisations.</li> <li>• Role model key organisational values and behaviour.</li> <li>• Lead the Media and Communications Team, developing capacity of the team to provide high level media support and communications and model disability leadership.</li> <li>• Lead the Media and Communication Team to deliver on PWDA strategic and business plans</li> <li>• Inspire and guide staff to deliver services that are professional and consistent with the PWDA mission, vision and organisational principles.</li> <li>• Demonstrate leadership and commitment to quality improvement by ensuring that:</li> <li>• Customer and applicable statutory and regulatory requirements are determined, understood and consistently met.</li> <li>• Identify and address risks and opportunities that can affect products and services and the ability to enhance member satisfaction</li> <li>• The focus on maintaining and enhancing member satisfaction</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure team are correctly inducted and have access to appropriate induction, training, mentoring, supervision, and personal development programs.</li> <li>• Provide supervision and mentoring for direct reports maintaining clear lines of communication.</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Direct PWDA's strategic engagement with media, both proactive and reactive, ensuring that there is a strong voice of people with disability in the public sphere.</li> <li>• Provide strategic communications, advice and assistance to Board and all PWDA staff on key media and disability issues including sensitive matters, crisis responses, political changes, policy developments</li> <li>• Be the Media Liaison for PWDA and provide advice and assist the Board and staff at PWDA on working with the media. This includes: <ul style="list-style-type: none"> <li>○ Drafting Board and PWDA spokesperson approved media releases which represent the view of PWDA and adhere to PWDA policy positions.</li> <li>○ Triage media inquiries and coordinate responses to requests from media outlets for comments on relevant disability issues.</li> <li>○ Develop reporting guidelines for media around sensitive issues, such as the Disability Royal Commission.</li> </ul> </li> <li>• Develop and monitor Media and Communications budgets and campaigns reporting regularly to the Board and Senior Management</li> <li>• Working with all Disabled People Organisations (DPO) Australia members, lead and coordinate DPO Australia media and communications activity.</li> <li>• Oversee the coordination of all media and communications networks.</li> <li>• Develop and nurture relationships with media outlets to ensure PWDA is considered the 'go to' on key disability issues.</li> <li>• Work with media outlets to increase capacity and awareness of disability rights policy issues, including social model of disability.</li> <li>• Develop strong relationships with media outlets and build the internal capacity of PWDA board, management and staff to engage with mainstream media.</li> <li>• Coordinate proactive media opportunities to ensure PWDA increases its media penetration.</li> <li>• Critically analyse mainstream media content in order to provide board members, CEO and senior staff with an informed perspective on the political and mainstream landscape in terms of disability.</li> <li>• Responsible for the implementation and monitoring of policies relating to media and social media and ensuring the Board and PWDA staff are aware of, and work within, these Policies</li> <li>• Provide media and campaigning support to team members as required.</li> <li>• Represent PWDA at local and national external events, speaking engagements and media interviews.</li> <li>• Develop and maintain a media contacts policy and list.</li> </ul>

<p><b>Communications</b></p>	<ul style="list-style-type: none"> <li>• Provide strategic direction for PWDA communications and work with Board and staff to ensure content is current, in line with strategic directions, and includes all requirements from media/communications plans.</li> <li>• Messaging remains consistent and reflects the values of PWDA and goals as outlined in the strategic plan.</li> <li>• Monitor and evaluate the messaging</li> <li>• Position and solidify PWDA as the 'go to' organisation for media comment on disability issues from people with lived experience, strengthening and raising PWDA's profile and stated positions to be prominent within the disability sector and general community.</li> <li>• In consultation with Board and staff develop, lead and implement strategic member-focussed media and communications plans across all PWDA channels for all projects, policy areas, membership, training and research that mobilise members and stakeholders into action             <ul style="list-style-type: none"> <li>○ These plans will direct all communications work across PWDA outputs, such as social media, website, EDMs and others, giving consistent messaging and branding for PWDA across the diversity of our work portfolios.</li> </ul> </li> <li>• Develop and implement new accessible systems and channels for managing communications workflows across the entire PWDA organisation</li> <li>• Lead innovative, accessible and focused communications, in appropriate accessible channels, across all PWDA platforms, growing our reach and influence.</li> <li>• Design and implement new publications, activities, events, PWDA campaigns or other items in appropriate accessible channels that showcase PWDA's role as the leading national cross-disability organisation in Australia</li> <li>• Develop media and communications plans for all projects, and work with staff to implement them on schedule.</li> <li>• Support key staff to develop messaging and campaign tools to deliver on specific campaign strategies that reflect member concerns and PWDA strategic priorities.</li> <li>• Develop strategic plans that grow PWDA social media presence and digital campaign capability</li> <li>• Prepare regular reports on all media and communication activities and ensure staff and the Board remain well informed</li> <li>• Prepare reports for each Board meeting to ensure the Board remain well informed on all matters relevant to its operation.</li> <li>• Work collaboratively and productively with Board, Membership and Engagement Advisory Group to ensure there is a clear line of communication to strengthen the member voice</li> <li>• Lead Media and Communications Team and contractors to ensure all PWDA channels and resources are accurate, up to date and are technically functioning at optimal levels</li> <li>• Develop cross-area publications that showcase the diverse aspects of PWDA's advocacy work.</li> <li>• Ensure written electronic and verbal enquiries from stakeholders are responded to in a timely manner.</li> </ul>
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<b>Networking and Influencing</b>	<ul style="list-style-type: none"> <li>• Build and maintain effective networks and strategic partnerships across the disability sector</li> <li>• Represent PWDA at a strategic level with both state and national key sector partners</li> <li>• Participate in relevant sector forums, community meetings, and projects including delivery of presentations and education sessions as necessary.</li> </ul>
<b>Training</b>	<ul style="list-style-type: none"> <li>• Oversee the development and delivery of training on disability rights issues to people with disability and their associates, service providers, staff, government and the wider community</li> <li>• To liaise with and oversee PWDA's training team as they deliver various human rights related training packages, provide training to PWDA staff to maximise their human rights awareness and competencies, ensure the production of high quality training materials and the delivery of quality training programs on a range of topics appropriate to organisational strategies.</li> <li>• To liaise with and oversee PWDA's Training Team so that it provides a high standard of service in accordance with PWDA's Strategic Directions.</li> <li>• The Board and Staff are supported with media training with a focus on preparing advocates to liaise and work with media as applicable</li> </ul>
<b>Membership Development and Fundraising</b>	<ul style="list-style-type: none"> <li>• Develop and implement cost effective strategies that increase brand recognition of PWDA and lift membership</li> <li>• Drive optimum levels of membership engagement</li> <li>• Engage with members and involve in the co-design of PWDA campaigns,</li> <li>• Assist in identifying sources of project funding and in writing proposals for tenders and grants.</li> <li>• Lead engagement with Trusts, Foundations and Funding Bodies with a focus on building robust relationships and engagement with PWDA</li> <li>• Participate actively in fundraising support activities and have an active voice in developing strategies for PWDA to diversity revenue streams</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• Encourage a collaborative problem-solving approach within the organisation</li> <li>• Provide proactive and positive support to direct reports, colleagues and other staff members as appropriate</li> <li>• Lead Media and Communication Team to promote sharing ideas</li> <li>• Fostering a culture of proactive positive feedback across the organisation</li> <li>• Participate constructively and positively in team meetings and cross-organisational activities; ensuring teams do as well</li> </ul>

	<ul style="list-style-type: none"> <li>• Participate in regular supervision/performance reviews with the CEO and undertake regular 'direct reports' performance reviews</li> <li>• Create a work plan for each direct report as well as for each engagement project and key areas of work.</li> <li>• Collaborate with staff across PWDA to meet project deliverables.</li> <li>• Participate in individual and organisational continual performance development activities including training and planning days.</li> </ul>
<p><b>Organisational</b></p>	<ul style="list-style-type: none"> <li>• Ensure the timely management and resolution of conflict within the organisation</li> <li>• As required:             <ul style="list-style-type: none"> <li>○ Undertake high-level policy analysis and advice in relation to issues affecting people with disability as needed, particularly in high volume periods.</li> <li>○ Contribute to, or undertake, specific projects, including developing project plans, campaigns, managing resources, and coordinating deliverables with external stakeholders within timeframes and in line with contractual expectations.</li> <li>○ Assist in project evaluation and reporting to funding bodies.</li> <li>○ Assist in writing proposals for tenders and grants.</li> <li>○ Undertake additional adhoc duties as requested by CEO</li> </ul> </li> </ul>

## 6. Key Selection Criteria and Qualifications

### Essential

- Demonstrated understanding of and commitment to the rights and interests of people with disability
- Qualification in communications/relevant discipline or demonstrated equivalent experience, coupled with experience in communications, event management or public relations, and/or proven capacity to learn quickly
- Demonstrated ability to engage positively with PWDA stakeholders and promote the work of PWDA including to people with disability, government, community sector service partners, health professionals and importantly the media
- Demonstrated understanding of how to work alongside/or in a membership-based organisation with a focus on building and retaining Membership
- Highly developed interpersonal, oral and written communications
- Experience engaging and working collaboratively with key stakeholders to effect positive change
- Sound problem solving, negotiation, influencing and conflict resolution skills
- Demonstrated experience in contemporary staff management, supervision and development
- Demonstrated excellent interpersonal and communication skills (verbal and written)
- Demonstrated ability to draft media releases, digital resources and social media content suitable for diverse audiences
- Demonstrated ability to plan and implement successful media and advocacy campaigns

- Demonstrated understanding of how to produce accessible digital content (or proven capacity to learn quickly)
- Excellent capacity to manage timeframes and competing priorities
- Demonstrated ability to work independently and as part of a team environment
- Demonstrated experience in cultural competency
- Experienced design skills with use of Adobe suite, Illustrator and Photoshop
- Excellent computer skills and understanding of database management and on-line research tools.

### Desirable

- 5 - 10 years in a similar role
- Direct experience of disability
- Degree in journalism, communications, marketing or public relations
- Understanding of parliamentary processes and media cycles' or similar.
- Demonstrated understanding of NSW and National Media and NSW and Commonwealth parliamentary processes (or proven capacity to learn quickly)
- Experience of working in a national membership-based organisation
- Experience in quality improvement
- Strong technical skills, including in WordPress and MailChimp, and understanding of SEO and EDM (or proven capacity to learn quickly)

## 7. Other Job Requirements

- Working with Children Check.  
*PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.*
- NSW Police Check.  
*PWDA receives funding from NSW Department of Families and Community Services (FACS) under the Disability Inclusion Act 2014. The successful applicant must be approved under the NSW Police Check prior to taking up appointment.*
- Ability to travel intrastate/interstate as required
- Willingness to work outside normal business hours (24/7 PWDA Media Telephone)

## 8. Key Stakeholders

<p>External Stakeholders:</p>	<ul style="list-style-type: none"> <li>• People with disability and their representatives,</li> <li>• PWDA Members</li> <li>• Disabled People's Organisations (DPOs)</li> <li>• Disability Representative Organisations (DROs)</li> <li>• United Nations stakeholders - such as Human Rights Council and CRPD Committee,</li> <li>• Media outlets, including print media, broadcast, television and radio</li> <li>• Funding bodies</li> <li>• Academics and researchers</li> <li>• Politicians, political advisors and policymakers</li> <li>• Philanthropic Organisations</li> <li>• And all other external stakeholders, including government, not for profit and corporate</li> </ul>
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Internal Stakeholders:	PWDA Board Directors, PWDA Board Advisory Groups (PAGs), PWDA Staff

## 9. Application Process

**Applications close at 9am on Friday 5 February 2021.**

Your application needs to include:

- Your full resume
- A letter outlining how you meet the selection criteria

(Note: For support on this you might like to refer to: <https://www.training.com.au/selection-criteria-examples-and-templates/>)

Please also indicate in your application if you need PWDA to make any reasonable accommodations for you during the application and selection process for this position.

**Submit your application** by email to [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au).

Note: If you need to submit your application in an alternative format, please contact us using the contact details below.

Email: [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au)  
 Phone: (02) 9370 3100 or 1800 422 015  
 TTY: 1800 422 016

**For more information** about this role please contact Maja Bulut, Human Resources Manager, [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au).

***PWDA reserves the right to alter this position description from time to time in accordance with the needs of the organisation***