

	POSITION DESCRIPTION	DOC ID:	FOR/PAC/001
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Position Title	Communications Executive
Business Unit	Marketing and Community
Reports To	Marketing and Community Manager
Direct Reports	N/A
Engagement	Permanent - Full Time
Last Update	28/09/2021

Role Overview

The role is responsible for development and execution of public relations activities, community programs and social and digital content. An integral part of the marketing team, this role will drive our storytelling capability through media channels, both earned media and owned. Additionally, the role will coordinate the CPR Lab program.

Key Responsibilities / Accountabilities of Position

Key Responsibilities

- Develop and maintain a comprehensive Public Relations and Communications plan to grow positive exposure for the brand through traditional and digital media channels.
- Strategise, pitch and manage proactive campaigns and reactive media opportunities to support the St John brand, programs, product and services, including writing media friendly material (pitches, media releases, case studies, articles, etc) and managing relationships with journalists/influencers/stakeholders.
- Brief internal and external stakeholders on media opportunities, including providing notes and interview preparation.
- Manage enquires from media.
- Organising special events to promote goodwill and favourable coverage.
- Identify opportunities for the CPR Lab program to be deployed and coordinate bookings in order to reach the number of projected participants.
- Liaise with volunteers, trainers and internal staff to ensure the smooth running of the CPR Lab.
- Identify and coordinate improvements to the CPR Lab program and processes.
- Sourcing and liaising with case study opportunities for use in communications and managing and growing the case study database.
- Coordinate the development of storytelling assets including videos and photography.

- Coordinating any additional PR campaigns in collaboration with agency partners.
- Prepare daily media briefing report, monitor media and maintain the media coverage reports.
- Maintaining the media library.
- Manage the development of an editorial calendar and production of associated content (in collaboration with other team members) for social media and the blog in order to grow the organisation's social media presence and following in a way that contributes to the sales funnel.
- Manage social conversations and responses
- Other marketing support tasks as required.
- Maintain up to date industry knowledge to pivot plans and strategies to adapt with changes in the media landscape.

Accountabilities of Position

- Regular pitching to media and relationship building activity.
- Placement of regular media stories in media outlets including print, radio, TV and online.
- The fulfilment of CPR Lab target participant numbers.
- Full compliance to social media, digital and brand guidelines and organisational policies and procedures.
- Social media engagement levels

Key Behaviours Required in Position

- Demonstrates initiative and creativity.
- Excellent written and verbal communication skills.
- Strong customer centric orientation both internally and externally.
- Demonstrates ability to gain the respect and confidence of staff, colleagues and stakeholders.
- Actively recommends improvements to the role.
- Takes proactive steps to ensure safety of self and team members.
- Able to work individually and part of a team.
- Able to prioritise, multi-task and work with minimum supervision coping with tight deadlines.
- Collaborative, consultative and proactive self-starter.

Key Stakeholders

Internal

- Marketing and Fundraising teams.
- Commercial Sales personnel.
- Event Health Services, Volunteers, and Divisional Managers
- Customer Service call centre representatives.

- Reception
- IT
- Finance
- People and Culture team
- Commercial Training team

External

- Customers
- External Agencies
- Channel Intermediaries
- Media and journalists

Selection Criteria

Essential Criteria

- Minimum of three years' experience in media, PR, communications, marketing or social media.
- Experience pitching, crafting and placing media stories.
- Experience with content creation across social media platforms (written and visual), posting and scheduling content for social networks, monitoring a brand's social channels and responding to activity on social media.
- Knowledge of social and digital media platforms (Facebook, Twitter, LinkedIn and Instagram) and best practice.
- Strong writing ability and experience with a focus on the audience needs and attention to detail when it comes to spelling and grammar.
- Demonstrated analytical and reporting skills.
- Excellent attention to detail.
- Demonstrates sound verbal and interpersonal skills.

Desirable Criteria

- Some experience of using analytics tools, such as Google Analytics.
- Experience with WordPress or Hootsuite.
- Experience with Adobe Suite (Photoshop, Illustrator, Indesign, etc)
- Basic video editing experience
- Basic graphic creation experience (Canva or other online tools)

Qualifications, Memberships, Licenses

Essential Criteria

- Tertiary qualifications in a related field; Public Relations, Marketing, Advertising, Journalism or Communications.
- Current Working with Children Check.

<ul style="list-style-type: none"> • Complete and clear a Police Record Check.
Desirable Criteria
<ul style="list-style-type: none"> • Valid Australian Driver Licence and safe driving record.

St John Ambulance is an Equal Opportunity Employer and as an organisation that regularly works with children, St John believes that all children have the right to be emotionally and physically safe at all times. St John is committed to identifying, mitigating and managing risk to children through a preventative and risk management approach.