

VACANCY

Media Liaison Officer

Position Description

This is a volunteer position.

Your role: To assist with Media Releases and other external correspondence.

Your reward!

- Satisfaction in achieving a high profile for Gecko
- Being involved in a broad scope of Gecko activities
- Helping to present a strong positive ecological message to the public and making the public aware of environmentally sensitive issues.
- Working with a variety of committed people
- Learning new skills

Hours: Will vary, but flexibility in time commitment would be ideal. Perhaps a minimum would be the equivalent of one half day per week.

Supervision: You will be working in liaison with the office manager and the various authors of media releases.

The job:

- Draft and/or finalise media releases (and Letters to the Editor), have them approved as per standard procedures, and assist in their dissemination and filing
- Follow up media releases (before and/or after release) with phone calls, and liaise with journalists to connect them with the contact person(s) for each media release
- Arrange photo opportunities where possible
- Monitor the effectiveness of, or response to, various media releases and letters
- Keep Media contact lists up-to-date
- Educating others in media skills

Ideal skills and qualities required:

- Good writing/grammar skills
- Some media training and knowledge of journalism preferred
- Pleasant, diplomatic telephone skills
- Ability to work autonomously and as part of a team
- A personal commitment to the environment

This is a job that hasn't really been filled properly in the past, mainly due to time constraints. A lot of effort goes into preparing our media releases and to be more effective they need to be followed up with journalists. We can also influence public dialogue by submitting more regular letters to the editor.