



Position Title: Public Relations Coordinator (Volunteer)
Date Posted: October 2017
Team: Communications
Responsible to: Volunteer Coordinator/Director
Location: Level 6, 20 Otter Street (Melbourne Polytechnic building), Collingwood
Start Date: Immediately
Hours per week: 8-10 hours per week/Must be available Fridays for meetings and Wednesdays or Mondays during office hours / 6-8 months minimum commitment.

Background

Diaspora Action Australia (formerly Humanitarian Crisis Hub) works in Australia with people from countries affected by war and conflict who promote the human rights of people in their countries of origin. We support diaspora community initiatives; provide resources, information and training; facilitate dialogue and shared learning; build networks; and seek to amplify community voices at local, national and international levels. The groups and organisations we support contribute to peacebuilding, raise awareness of human-rights issues, contribute their skills, passion and money to set up vital services such as schools and health centres, and they urge the international community to sit up and take notice of what is happening in war-torn countries. Diaspora Action Australia (DAA) is the only organisation in Australia specifically dedicated to supporting these initiatives.

Diaspora Action Australia was founded in 2008 and is independent of political or religious affiliation. In 2011 we were awarded the ACFID Sir Ron Wilson Human Rights Award for outstanding contribution to human rights in the international development sector, and in 2012 received an Award of Excellence from the Victorian Multicultural Commission.

We are committed to community development principles and a rights-based approach. We are committed to protecting the rights of all children to live safely, free from exploitation and/or abuse, and to keeping children safe and ensuring that our activities and programs do no harm to children, and as such all staff and volunteers are required to sign and comply with our Child Protection policy.

Purpose of Role:

DAA seeks a Public Relations Coordinator for our external communications and ensure broader publicity for the organisation. The PR Coordinator will guide and influence our public relations and media activity. This position sits within our Communications team and works closely with members of that team – web editors, writers, social media staff and the team coordinator; and will also work closely with the Director.

Key Responsibilities:

- a) Create a media contact database from your existing media contacts
- b) Create media lists for targeted campaigns; write and distribute media releases
- c) Write sample material for media releases, websites, magazines, and newsletters
- d) Initiate the flow of information (as appropriate) through internal and external communication channels
- e) Undertake proactive media relations to support campaigns related to our work
- f) Research, write, and implement a plan to engage diaspora communities with our work
- g) Review our communication channels to ensure a consistent message and brand is disseminated

Key Selection Criteria:

- a) Professional training and at least 5 years relevant experience in public relations and media
- b) Documented experience in writing media releases, preferably from a public relations or media background.
- c) Working knowledge of media list creation and media list development and distribution
- d) Knowledge of, and experience with, tailored and targeted media outreach in the Australian context
- e) Excellent oral communication skills and ability to liaise and build relationships with media contacts
- f) Experience in public relations for a non-profit community organisation is desirable
- g) Knowledge/experience of human rights, international development, conflict areas or related fields highly desirable
- h) Ability to communicate effectively with people from a diverse range of cultural backgrounds
- i) Understanding of and commitment to Diaspora Action Australia's philosophy, principles and objectives

People of diverse cultural and linguistic backgrounds are encouraged to apply. We welcome applications from refugees and migrants from countries experiencing conflict/humanitarian crises, from international students, and people with disabilities.

What volunteers gain from their experience with Diaspora Action Australia:

- A unique opportunity that will provide the volunteer with experience with a respected NGO (non-government organisation) that can be added to your resume
- Future references
- A full induction and a supportive and friendly working environment
- Regular team meetings and free workshops when available
- Reimbursement towards travel expenses (i.e. Myki fares)
- A dedicated Volunteer Coordinator to support volunteers
- Coffee, tea, and biscuits!

Please send a resume, examples of your work, and a cover letter addressing the above criteria to humanresources@diasporaaction.org.au. Only applicants meeting the above criteria will be contacted.