

# Volunteer Opportunity

## Regional Group media liaison

### Position Description

As a RG media Liaison coordinator you'll be playing a critical role in an innovative political party that is growing every year. As a media liaison coordinator you will helping to drive awareness of the AJP locally and promoting our work in the local community.

### Media liaison

We need to build relationships with local journalists and media outlets.

Keeping track of local media is extremely important; ensure we are up to date with all local animal and environmental news.

We also need to get a sense of what the local media deems newsworthy and which media outlets and journalists are covering animal and environmental issues.

This role will liaise with the NSW Comms and marketing manager.

### Responsibilities

#### Duties/KPIs

- Monitor local media – print, radio, TV, Google alerts
- Provide a monthly report of the month's local media issues and coverage to RG leader
- Provide a short verbal update to the group at each meeting
- Notify the RG leader immediately if a media report requires urgent attention
- Draft media releases according to local issues
- Media liaison and coordination– send media releases to relevant local media outlets on behalf of the RG leader and group

### Skills and Competencies

- Excellent written and verbal communication skills
- A passion for animals
- A willingness to have a go
- Good computer skills
- Prior experience in media
- Prior experience in political campaigning

**Time Commitment:** 1-2 hours per week depending on electoral activity

**Duration:** Ongoing, minimum 6 months

**Location:** Home / Location of meetings

**Reports to:** RG executive