



## Media Advisor

GetUp is looking for a **Media Advisor** to generate media stories that support our campaigns.

**This is a full time permanent position based in Sydney.** SCHADS classification Level 4-5 with salary range \$71,180.72 - \$84,483.88 per annum (pro-rata) + superannuation determined by relevant experience and qualifications.

*At GetUp, we know our capacity to drive progressive change is increased when our team has a diversity of backgrounds and experience. We are actively looking for applicants from a diverse range of genders, cultures, language groups, abilities, and experiences to apply.*

### Who is GetUp

The GetUp movement is powered by the values and hopes of everyday people. We combine the power of over one million members, movement partners and a central team of expert strategists to make extraordinary impact.

We focus our campaigns on the areas our members care about most in the fields of Environmental Justice, Human Rights, Economic Fairness, First Nations Justice and Democratic Integrity. From making sure hundreds of thousands of people are able to vote in elections, to successfully stopping major projects threatening the Great Barrier Reef, or securing billions of dollars in new funding for mental health – we have a decade-long history of taking on powerful interests, and winning.

### Who is the Media Team

GetUp's media team drives media opportunities to support our campaigning efforts to create a more progressive Australia. We work closely with senior staff and teams of talented campaigners to identify and maximise media moments, provide direction and maintain an overview of campaign activity so that we can get positive media coverage for the issues our members are taking action on. Each day is filled with proactively seeking stories to promote GetUp's campaigns, engaging with senior journalists in and outside the Parliamentary Press Gallery and other key stakeholders, pitching proactive media stories to selected journalists at a wide variety of media channels, and coming up with creative ways to build and maintain the profile of GetUp's spokespeople and the broader GetUp movement.

**As a Media Advisor at GetUp, you will be responsible for:**

- Drafting media strategy in accordance with team goals and organisational strategy;
- Writing, reviewing and pitching high quality media content across GetUp campaigns and brand activities;
- Providing expert media advice and strategic communications support across a wide range of portfolios and issues;

- Producing compelling content such as media releases, opinion pieces, key messages, statements, web and social media content for traditional and digital media, to a high editorial standard.
- Monitoring the latest news on traditional and social media channels and recommending appropriate courses of action;
- Developing and maintaining relationships with key media stakeholders;
- Leading on media and brand research, planning and evaluation;
- Leading on team processes and forward planning;
- Contributing to a strong team culture of experimentation, innovation, evaluation and learning.

### You will be someone who:

- is passionate about creating change on progressive issues by driving a strong media narrative;
- thrives in a fast-paced office environment managing competing deadlines and points of view, and is able to plan and prioritise work to meet tight, ever-changing deadlines;
- enjoys the challenge of navigating a complex environment and maintaining and enhancing the organisation's reputation;
- is an exceptional writer and communicator;
- has a demonstrated ability to get your head into a broad range of national and local issues;
- has a demonstrated ability to get up proactive stories is a team player who gets on well with others;
- works independently across a range of tasks to get the job done.

### Bonus points for:

- Experience working as a journalist or otherwise in the media;
- Experience working in an electoral context.

If even a couple of these criteria speak to you, you could be the perfect person for the job. Formal education, qualifications and extensive experience matter less to us than excellence, initiative and drive.

**Please apply by 9am on Monday 7 September.**

To apply, please visit **Work at GetUp**.

To apply  
click here to visit  
**Work at GetUp**