



MEDIA AND PUBLIC AFFAIRS ADVISOR

**Job share, 2 days per week
\$69,000 + super pro-rata negotiable
Office-based (Canberra) or home-based (interstate)**

Thank you for your interest in the above position.

If you wish to apply, please email your application to Patrick Daley, RDAA Media and Public Affairs Manager, at email media@rdaa.com.au by 5pm on Monday 22 February 2010.

Your application should include:

- your CV
- references (written and/or referee contacts)
- your response to the selection criteria below
- examples of media releases and/or articles you have written

Please contact Patrick Daley or Steve Sant on (02) 6239 7730 for any further information on the position.

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The Rural Doctors Association of Australia seeks a job share Media and Public Affairs Advisor.

The position would suit someone with media and public relations experience who wishes to work flexible part-time hours around some core days.

Skills in media release writing, article writing and media liaison are essential. Skills in publications production and website management are desirable.

We seek someone with a keen eye for detail, excellent writing and communication skills, a friendly 'can do' personality and an interest in rural health.

Applications close at 5pm on Monday 22 February 2010.

About the Rural Doctors Association of Australia

The Rural Doctors Association of Australia (RDAA) is a national, Canberra-based organisation established in 1991 to advocate for rural doctors and rural communities. RDAA's vision is for excellent and sustainable healthcare in rural and remote Australia.

RDAA advocates for highly skilled and motivated medical practitioners to ensure that people in rural and remote Australia have access to healthcare regardless of where they live.

By working closely with our members and key stakeholders such as the Commonwealth Government, RDAA provides support, policy development, research, submissions and strategic advice on relevant issues.

In 1996, in response to demand from rural doctors and trainees, RDAA created the Australian College of Rural and Remote Medicine (ACRRM), a separate organisation to look after standards, training and continuing medical education for rural doctors.

Job description

The Media and Public Affairs Advisor job shares with the Media and Public Affairs Manager and reports to RDAA's Chief Executive Officer.

The part-time Media and Public Affairs Advisor will work across two core days to a total of approximately 15.2 hours per week.

The current Media and Public Affairs Manager (with whom the new Advisor would job share) works 3 days per week (Mondays to Wednesdays).

The Media and Public Affairs Advisor:

- provides advice and support to the CEO and Committee of Management on media and public affairs issues and activities

- advises on and undertakes a range of public relations activities to promote RDAA, its goals and objectives—ensuring that key policies, projects and issues are presented
- maintains and builds media contacts, undertakes media liaison, develops media strategies and monitors media coverage
- develops, implements and evaluates external and internal communications strategies, including improving information exchange between RDAA and its target audiences and stakeholders
- produces and distributes media releases, magazines and newsletters (including liaising with an external graphic designer), e-bulletins, articles, fact sheets, website updates *etc*
- provides strategic advice and support on RDAA activities including advocacy and lobbying campaigns, seminars and events, and stakeholder liaison

Selection criteria

- very high level of interpersonal and communication skills and demonstrated ability to establish and maintain effective working relationships with colleagues and a range of internal and external clients, stakeholders and service providers (including state and territory Rural Doctors Associations, GP organisations, government agencies, corporate sponsors and the medical and general media). A friendly ‘can do’ attitude is a must.
- demonstrated and proven ability to produce high quality media releases, articles and other information material. Experience in compiling, editing and co-ordinating the design and production of printed materials such as magazines and newsletters, brochures, booklets *etc*. Some experience in basic graphic design work would be desirable.
- experience in planning and implementing external communication strategies and internal (member) communication strategies
- tertiary qualifications and/or experience in media and public affairs work
- an interest in and knowledge of rural Australia and rural healthcare, the wider health system in Australia, and federal and state politics