

Information package – Strategic Communications and Media Specialist

Primary purpose of the position

The Strategic Communications and Media Specialist plays a central role in managing ANROWS's national media presence and creating values-aligned content that communicates the organisation's work with clarity, integrity, and impact. The Strategic Communications and Media Specialist leads media strategy and public narrative development, ensuring alignment with ANROWS's mission and research priorities.

This is a key position within the Strategic Communications and Media stream of the Communications and Engagement team, contributing to ANROWS's broader mission of ending violence against women and children by amplifying the reach and resonance of its evidence-informed work.

About ANROWS

ANROWS is an innovative research organisation that was established as an initiative of Australia's first *National Plan to Reduce Violence against Women and their Children 2010–2022* (the National Plan) by the Commonwealth Government and all state and territory governments of Australia.

ANROWS is a unique research organisation, being one of the only national organisations across the world tasked with building, translating and disseminating the evidence base on women and children's safety to inform policy and practice.

As a registered harm-prevention charity and deductible-gift recipient, ANROWS also runs a research program funded by philanthropic funds (ANROWS Research Fund to Reduce Violence Against Women and their Children) and is periodically contracted by service providers and other Government stakeholders to conduct evaluation and research projects.

About the position

This is a 1.0 FTE position (37.5 hours per week) reporting to the Manager, Strategic Communications & Media, and is located at the ANROWS Sydney CBD office, remote or hybrid will be considered. The appointment is from the date of commencement until 30 June 2027, with the option to extend, subject to continued funding, beyond that date.

Remuneration and leave entitlements

The salary range for this position is \$110,945 to \$119,407 per annum plus 12 per cent employer contributions to the employee's chosen superannuation fund with the option to salary sacrifice. ANROWS staff are entitled to four weeks' annual leave, in addition to personal and sick leave.

Key responsibilities

Media and Issues Management

- Lead the development of all media content, including media releases, backgrounders, op-eds, and Q&As.
- Coordinate proactive media outreach, including story pitching, commentary placement, and promotion of spokespeople.
- Support reactive issues management with holding statements and coordinated media responses.
- Monitor media coverage and sector trends to inform communications strategy and identify reputational risks.
- Manage day-to-day media enquiries through the ANROWS media inbox and support preparation for interviews and public commentary.
- Prepare briefing materials and talking points for media engagements, supporting the CEO and leadership team as required.

Strategic Content and Digital Communications

- Plan and manage a unified content calendar across ANROWS's digital and media channels, ensuring alignment with key dates, research releases, and organisational priorities.
- Write and produce compelling content for ANROWS's website, eNews, and social media platforms, ensuring consistency with campaign narratives and values.
- Design and implement a thought leadership schedule that positions ANROWS spokespeople and research in line with national policy conversations.
- Coordinate audience-specific messaging (e.g., for policymakers, practitioners) and ensure integration across media, digital, and stakeholder materials.
- Monitor media sentiment and engagement trends, contributing insights to quarterly communications reporting.
- Maintain a risk and reputation management toolkit, including key messages, response templates, and protocols to support rapid response and brand integrity.

Media Relations and Stakeholder Engagement

- Build and maintain strong, trust-based relationships with journalists, editors, and producers across mainstream, specialist, and regional media.
- Maintain an up-to-date media contact database and track engagement outcomes to inform outreach strategy.
- Coordinate media briefings, campaign launches, and strategic engagement moments aligned to the communications calendar.

- Collaborate with ANROWS spokespeople to prepare for media opportunities, including messaging, tone, and risk considerations.
- Proactively work with internal teams to identify upcoming announcements, publications, or events that provide opportunities for narrative and stakeholder engagement.

Editorial Standards and Content Operations

- Ensure consistency in ANROWS's voice, tone, and narrative approach across all external content and platforms.
- Maintain editorial standards across all outputs, ensuring compliance with accessibility, trauma-informed, and ethical communication principles.
- Coordinate or oversee the development of multimedia assets (e.g., social tiles, short videos, infographics) in collaboration with designers or external contractors.
- Lead cross-team alignment in communications for launches, major events, and digital campaigns.
- Analyse performance metrics and provide actionable insights that feed into content refinement, engagement strategy, and broader communications reporting.

Capabilities and Experience

Essential criteria

1. Demonstrated experience in journalism, public relations, campaigns, or strategic communications in a purpose-driven organisation.
2. Strong writing, editing, and storytelling skills, with a good news sense and ability to create engaging, plain-language content.
3. Experience managing media relations and/or securing media coverage.
4. Familiarity with managing organisational social media accounts, including scheduling tools (e.g., Buffer, Hootsuite) and analytics.
5. Ability to work under pressure and manage competing deadlines, with high attention to detail.
6. Strong alignment with ANROWS's mission and values, including a commitment to intersectionality, lived experience, and evidence-informed practice.

Desirable criteria

7. Existing relationships within Australian media and an understanding of the gender-based violence or broader social policy landscape.
8. Experience with content production tools (e.g., Canva, HubSpot) or coordinating digital asset development.
9. Understanding of trauma-informed and ethical storytelling approaches, especially in policy or advocacy contexts.

Values and Cultural Fit

- Occasional out-of-hours work may be required in response to media activity.
- ANROWS supports flexible and remote work arrangements.
- This role may require occasional travel for media events or team collaboration.

Further information

For any enquiries regarding this position, please contact Emmagness Ruzvidzo via email at emmagness.ruzvidzo@anrows.org.au.

Applications will be reviewed on a **rolling basis**, and shortlisted candidates may be invited for an interview.

How to apply

To be considered, please submit the following:

- A cover letter addressing the essential selection criteria outlined above
- An up-to-date copy of your CV

Criminal history check

The successful applicant will be offered the position subject to a National Police Check.