

# ROLE PURPOSE: Communications and PR Advisor



## Our Vision

We see a world in which no person is needlessly blind or vision impaired.



## Our Purpose

We are determined to deliver Fred Hollows' vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can exercise their right to sight, good health and self-determination.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

At The Fred Hollows Foundation, you will make an impact the world can see!



## How we value your contribution:

### Remuneration package

We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

### Salary packaging

We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

### Leave

You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers') leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

### Paid parental leave

We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

### Performance & development

Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

### Learning & development

Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job, with targeted opportunities identified for our Aboriginal and/or Torres Strait Islander people as required. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

### Leadership

Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

### Study support

We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program, which includes financial support and study days. We actively encourage our Aboriginal and/or Torres Strait Islander employees to apply for study support.

### Recognition

Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

### Flexible work arrangement

You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

### Equal Opportunity, Anti-Discrimination and Reasonable Accommodation for Persons with a Disability

We provide equal opportunity in employment to people without discrimination based on personal characteristics, which includes: age, breastfeeding, disability, employment activity, gender identity, marital status, physical features, pregnancy, race etc. Reasonable accommodation can be made to allow persons with disabilities to work safely and productively.

### Health & safety

We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to help make your workplace safe.

### Employee Assistance Program

You and your family will have access to free professional and confidential external counselling assistance if you need help with personal, family or employment related matters.

## To work in the Foundation, you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children
- Be prepared to share evidence of full vaccination against COVID 19



Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details

ROLE PURPOSE



<b>Role title:</b> Communications & PR Advisor	<b>Division:</b> Public Affairs	<b>Location:</b> Sydney/Melbourne/Brisbane	<b>Date:</b> March 2024
<b>Employment type:</b> Full time, 1 year contract	<b>Reports to:</b> Head of Communications	<b>Number of direct reports:</b> None	<b>Leadership Band:</b> Leads self

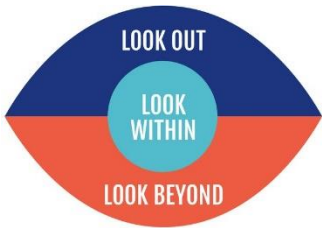
Purpose of the role:

The **Communications & PR Advisor** is accountable for supporting the Head of Communications in daily communications, public relations, and administrative work that align with The Foundation’s strategic framework.

The **Communications & PR Advisor will own the outcomes of:**

1. Support The Foundation’s communications team on broad communications and media issues, including responses to public enquiries, liaising with speakers and ambassadors, event briefs and speaking notes.
2. Proactive and reactive media relations: Identifying opportunities, story development, pitching and coordinating interviews that generate media coverage and align with The Foundation’s communications strategy.
3. Source and secure speaking opportunities for The Foundation’s spokespeople and ambassadors to establish The Foundation as a primary source of truth and expertise, and to raise brand awareness.
4. Media monitoring and reporting, including being the main relationship manager with the media monitoring company, sourcing and saving clips and producing reports that explain key metrics.
5. Support the production and on-time delivery of The Foundation’s annual and bi-annual publications like Fred’s Vision and the Annual Report. This includes liaising with stakeholders across the organisation to source content.
6. Collaborate internally to identify PR and media opportunities to raise brand awareness and support events, such as the Humanity and Fred Awards.
7. Strong internal and external stakeholder management: Foster relationships with journalists, The Foundation’s spokespeople and subject matter experts, and their executive assistants, and external agencies/contractors.
8. Other tasks as requested by your manager.

Our Capabilities:



As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation’s culture, performance and brand.
2. Adhere to all The Foundation’s policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

Essential Experience:

- Strong experience in proactive media relations and pitching.
- Experience in reactive media and managing issues.
- Strong experience in writing public-facing communication materials such as media releases, speaking points, and external publications.
- Ability to work collaboratively, fostering close relationships with journalists, external agencies, and other team members to achieve shared goals.
- Experience in delivering high quality communications materials for a diverse audience.

Skills:

- Strong intuition – ability to work independently, show initiative, and identify issues that require escalation.
- Significant organisational skills and commitment to proactively delivering tasks according to schedule.
- Ability to problem solve and independently coordinate rectification steps.
- Excellent listening, written, and verbal communication skills.
- Strong attention to detail – ability to become familiar with brand style and guidelines, and identify and correct errors and inconsistencies.
- High level of responsiveness.

Desirable Experience:

- Experience in the NGO or public sectors.

Qualifications:

Strong preference for Undergraduate qualifications in

The position involves:

This position is recognised as having “Contact with Children” either direct or indirect.  
This position does involve “Working with Children” either direct or indirect.

Communications, Public Relations, Media, Journalism or related disciplines.	This position does involve working with beneficiaries, donors and/or partners.
<b>Travel:</b> Travel domestically as and when required.	<b>Additional Responsibility:</b> Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.