



Role Requirements

Role Title:	Media and Communications Officer
Team:	Activism
Location:	West Perth, WA
Manager:	Volunteer Communications Coordinator
Date Original Prepared:	July 2018
Classification:	Volunteer (unpaid)
Hours:	4-5 hours per week
Tenure:	3 months minimum

Primary Objective(s)

The Media Intern will assist in promoting Amnesty International Australia's profile in the community by using various media platforms (both online and offline) to promote local Amnesty events and activities. They will work closely with the Organizer in the region to provide media support to groups in order to build community awareness for our human rights campaigns.

Reporting Relationship

This position reports directly to the Volunteer Communications Coordinator. The volunteer communications team is managed by the Activism Support Coordinator.

Key Tasks

- Work with Amnesty action groups and volunteers to promote local Amnesty events and activities through Amnesty WA's Facebook page and other relevant social media outlets.
- Maintain the Amnesty WA social media pages
- Develop a social media plan and identify opportunities to implement strategies to increase Amnesty International Australia's social media presence in WA.
- Ensure Amnesty International Australia media and communication policies are adhered to.
- Use email software to build and send email campaigns
- Building a relationship with group conveners and the media managers in the national office
- Develop and implement communication plans to promote Amnesty International WA events, campaigns and values through social media, email, blog content and local media
- Write and send media releases
- Develop awareness of Amnesty's priority campaigns.
- Assist with succession planning.
- Using basic design programs (e.g. Canva) to design and build flyers and promotional materials

Selection criteria

Please address each point in your application.

Essential:

- Highly Organized;
- Good communication skills;
- Knowledge of e-mail, social media and other online tools;
- Able to work independently and in a team environment;



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- Interest in human rights;

Desired:

- Background Experience in Media and Communications
- Knowledge of basic media tasks ie. Media releases, preparing email copy and
- Good understanding of the operation of media outlets in Western Australia.

Applications by email to: sophie.hartley@amnesty.org.au by Friday 20th July 2018

Please include: 1. A copy of your CV including all contact details 2. A document briefly addressing the Selection Criteria and Background information detailed above

You must have valid work rights in Australia to complete an internship / volunteer program at AIA.

Please be aware that Amnesty International Australia does not provide volunteers / interns with

- *Any monetary allowances or remuneration for volunteer internships*
- *Accommodation or accommodation allowances*
- *Any assistance in organising visas or completing visa applications.*