

Media / Public Relations Coordinator

Job description

The Australasian Birth Trauma Association (ABTA) supports families who have had a difficult birth experience. We want these families to know that they are not alone and that there is support for them. We recognise the important role the media can play and therefore require a Media / PR Coordinator to help raise the profile of The Australasian Birth Trauma Association and raise community awareness of birth-related trauma.

The Media / PR Coordinator is tasked with building the ABTA's profile with key audiences in the Australian public by strategically targeting media.

Responsible for securing high quality earned media, particularly long-lead, magazine, podcast and lifestyle media, developing relationships with media professionals, writing press releases and briefings, generating media during peak ABTA activities.

Reporting to the CEO and other project leads. Find new ways to reach people and inform them about the services the ABTA has to offer.

Responsibilities

- Identify, set-up, monitor and optimise key target audiences for advertising across multiple media, social media and online platforms
- Coordinate and manage all media
- Provide input into planning and development of content and provide some support to production of advertising assets
- Test, monitor and evaluate ad performance analytics to better enhance our online impact
- Monitor digital trends and updates to harness cutting edge advertising

What is the time commitment?

- We appreciate that our volunteers have several existing commitments and value the time they contribute to the work of the ABTA. Weekly contributions of time may vary from volunteer to volunteer. The ABTA will work with volunteers to accommodate individual circumstances where possible
- We are asking for a minimum of 2 hours per week, for the next 6 months. (Note that some hours may be less and some more if and when events are on).

How will the ABTA support me?

- You will have direct access to the Volunteer Manager who will endeavor to support you in your role in any way they can.
- Use of an ABTA Gmail account
- This role will be guided by the ABTA's policies and procedures, which will be given to you in your volunteer induction pack.
- We are a very small charity run almost entirely by volunteers, and are unfortunately not in a position to contribute to your internet running costs or install internet provision if you do not already have this.

What are the benefits to becoming a P2P Mentor?

- Greater involvement in the work of the ABTA
- The opportunity to utilise the challenges you have faced to make a vital difference to the well-being of parents who feel isolated and traumatised by their birth experience



- The opportunity to use existing skills and develop new ones
- A sense of belonging to the ABTA 'virtual' volunteer community.

To apply for this role, please email your cover letter and resume to [Amy Dawes](mailto:amy@birthtrauma.org.au) at amy@birthtrauma.org.au