



## CONTINENCE FOUNDATION OF AUSTRALIA

Level 1, 30-32 Sydney Road, Brunswick VIC 3056 ▪ [continence.org.au](http://continence.org.au) ▪ National Continence Helpline 1800 33 00 66

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### ORGANISATION DESCRIPTION:

The Continence Foundation of Australia is the national peak body for continence promotion, management and advocacy. The Foundation exists to serve all Australians by promoting bladder and bowel health. We achieve this by:

- working with consumers, professionals and industry;
  - facilitating access to continence support services;
  - providing evidence based information and advice;
  - building the capacity and capability of the workforce; and
  - supporting research.
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**JOB TITLE:** Media and Publications Officer  
**REPORTS TO:** Marketing and Communications Manager

### PURPOSE:

- Manage the media and publications portfolios of the Continence Foundation and continuously explore opportunities to expand and grow these portfolios.
- Build productive relationships with internal and external stakeholders and establish strong networks with organisations and media outlets to maximise promotional opportunities.

### KEY RELATIONSHIPS:

- The Media and Publications Officer is a member of the Foundation's national team and reports to the Marketing and Communications Manager.
- The Media and Publications Officer works closely with all national staff, state branches and state resource centres and state-based Health Promotion Officers.

### KEY SELECTION CRITERIA:

- Tertiary qualification in public relations, media studies, journalism or industry experience.
- Experience in creating written content within a public relations, journalism, communications or similar role.
- Demonstrated ability to organise work, manage time, determine priorities and meet deadlines.
- Ability to analyse media coverage and report writing.

### KNOWLEDGE AND SKILLS REQUIRED:

- Strong written and verbal communication skills, with an attention to detail.
- Strong computer literacy (Microsoft suite).
- Able to research and write a wide range of content for multiple audiences/platforms, including social media.
- Demonstrated ability to work independently and flexibly, as well as cooperatively as part of a team.
- Design skills (Photoshop, Indesign) will be highly regarded.



## KEY RESPONSIBILITIES

### MEDIA:

- Work with the Marketing & Communications Manager to develop, implement and evaluate the Continenence Foundation's media strategy.
- Monitor daily media and advise on reactive media opportunities.
- In consultation with Marketing and Communications Manager, prepare and distribute media releases.
- Edit media-related materials for inclusion on the Foundation's websites and social media platforms.
- Establish and maintain working relationships with members of the media and create opportunities for the Continenence Foundation to be called upon to provide media comment on relevant issues.
- Maintain the Continenence Foundation's media distribution and media contacts lists ensuring they are up-to-date at all times.

### BRIDGE MAGAZINE:

- Implement a yearly production schedule and marketing plan for the Foundation's quarterly consumer health publication *Bridge* magazine.
- Write or solicit content for *Bridge* and ensure all content is informed by evidence and aligned with contemporary practice.
- Ensure all advertising enquiries are dealt with according to the Foundation's advertising policy.
- Ensure the final copy of *Bridge* is approved by the Marketing and Communications Manager and sign off is received by the CEO.
- Liaise with the Foundation's graphic designer, printer and mailhouse to ensure *Bridge* is produced and distributed according to the production schedule.
- Ensure *Bridge* is promoted to the general community.

### NATIONAL ARTICLES PROGRAM:

- Submit regular articles for publication or broadcast in relevant traditional and digital media.
- Develop effective relationships with internal and external stakeholders in order to identify opportunities for partnership and collaboration.
- Establish strong networks with organisations and media outlets to maximise promotional opportunities.
- Ensure all content is evidence-informed and all final copy is approved by the Marketing & Communications Manager.
- Work closely with the Continenence Foundation's Health Promotion Officers to assist with local media stories and opportunities.
- Maintain a database to record and report on all solicited and unsolicited media communications.

### PRINT AND E-COMMUNICATIONS:

- Responsible for the production of Continenence Foundation's quarterly member's eNewsletter and support development of promotional bulletins, brochures and other resources.
- Contribute to the development and delivery of communication strategies for events, forums, projects and policy submissions.



### **REPORTING AND ADMINISTRATIVE RESPONSIBILITIES:**

- Monthly and annual internal reports on media and other activities (including the annual National Conference) as appropriate.
- Participate as a member of the Marketing & Communications team, contributing to activities such as team meetings, the development of promotional kits and materials, or tasks as required and negotiated.
- Prompt processing of invoices for Bridge Magazine, media monitoring and other communication expenses or income.

### **GENERAL:**

- Represent the organisation in a positive and professional manner at all times.
- Participate in ongoing quality improvement activities.
- Provide advice and guidance in relation to media and communications initiatives to management.
- Attendance and participation in professional development activity.
- Participate in a team approach for planning and activities to deliver and promote key initiatives of the Foundation, for example awareness campaigns, World Continence Week and the National Conference on Incontinence.
- Assist with taking callers details from phone enquiries during peak times to enable the Helpline staff to later return calls.
- Assist with the staffing of conference and exhibition booths promoting the Foundation and its activities, when requested.

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### **KEY PERFORMANCE INDICATORS:**

- Adherence to publication timelines and production dates.
- Provide recommendations for growth of distribution of the *Bridge* publication.
- Contribute to the achievement of targets as identified for the Marketing and Communications Manager in the Marketing and Communications Plan.
- Achieve outcomes as agreed in Performance Development Plan.

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### **PERSONAL QUALITIES/ATTRIBUTES:**

- Motivated, self-starter with flexibility to work towards the needs of the organisation.
- Strategic thinker, capable of thinking outside the square.
- Proven interpersonal and people management skills.
- Highly organised with the ability to undertake a structured approach to tasks.
- Able to meet strict deadlines and timeframes.
- Works well under pressure.



### **OCCUPATIONAL HEALTH, SAFETY AND WELFARE:**

Take reasonable care to:

- Comply with all acts, regulations, company policies and safe operating procedures and follow all reasonable instructions.
- Protect own safety at work.
- Avoid adversely affecting the health and safety of others through an act or omission at work
- Use equipment as supplied and directed.
- Attend and participate in all annual mandatory education, e.g. Emergency Codes.
- Report any risks identified to the Health and Safety Representative/ management.
- Assisting where required in workplace inspections including identifications and actions for improvements.
- Complete hazard and incident reports as per procedure.

### **QUALITY AND RISK MANAGEMENT:**

- Ensure that quality and continuous improvement are integral to projects and activities assigned to role.
- Participate in training in essential policies, procedures and processes.
- Support the Continence Foundation's commitment to quality improvement and contribute to the achievement of contractual deliverables.
- Complete and participate in scheduled Performance Development Planning process.
- Participate in relevant meetings or contribute to agenda items.