Media and Campaigns Officer

Position Objectives:

- To oversee all stages of PETA campaigns, from brainstorming to execution, including by organising actions and managing communications with stakeholders and activists
- To generate media coverage for these campaigns and other PETA activities

Term of Employment:

Full-time

Salary

$60,000 - $70,000 pa

Reports to:

Senior Communications and Partnerships Manager

Location:

Remote, ideally based in Melbourne or Sydney

Primary Responsibilities and Duties:

- Develop and execute strategies and tactics to ensure the success of PETA’s campaigns – including by identifying key priorities, creating campaign timelines and agendas, carrying out research, and analysing relevant links, key players, company histories, and policies
- Work with all PETA departments to ensure campaign plans are effectively executed, maximising their public exposure and success, including by liaising with internal departments to oversee the timely production of campaign materials (such as posters, banners, literature, and other outreach materials) as needed
- Work with the senior communications and partnerships manager to brainstorm media-worthy activities that advance PETA’s campaign goals via channels including traditional media, advertising media, social media, and experiential events (e.g. demonstrations and exhibitions)
- Stay informed about current events with an eye towards proactively inserting animal issues into the conversation
- Liaise with studios, photographers, videographers, and related crew members to manage celebrity campaign shoots
- Manage and oversee special events, demonstrations, and photo calls
- Recruit and communicate with activists around Australia, with the aim of building relationships and a network database and enlisting the assistance of allies to help advance campaign goals
- Research and identify appropriate media outlets as well as specific journalists to secure coverage of PETA’s exposés and scientific, legal, corporate, celebrity, and other animal protection campaigns
- Act as a spokesperson in media interviews, representing the organisation as needed
- Respond to media queries
- Travel when necessary to help with demonstrations and other events
- Perform any other duties assigned by the supervisor
Qualifications:
- Prior experience in a similar or relevant role
- Thorough commitment to and knowledge of animal rights issues and campaigns
- Excellent written and verbal communication skills
- Proactive and self-motivated, with the proven ability to work both independently and as part of a team
- Demonstrated ability to communicate effectively with a wide variety of people
- Proven excellent organisational skills and attention to detail
- Ability to take initiative and follow through
- Proven ability to work well under pressure and meet deadlines
- Adherence to a vegan lifestyle
- Commitment to the objectives of the organisation and the ability to advocate for our positions on issues professionally

Apply:
https://www.peta.org.au/about/join-our-team/
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