



**Job Description**

# **Youth Media Lead**

**July 2021**

## Youth Media Lead

### Position description

#### Key information

<b>Position</b>	Youth Media Lead
<b>Direct reports</b>	Temporary staff and consultants as required
<b>Reports to</b>	Executive Director, Advocacy & Campaigns
<b>FTE</b>	Full time or part time
<b>Term</b>	Fixed term 12-13 month contract (negotiable) (parental leave backfill Nov 2021- Nov or Dec 2022)
<b>Location</b>	Melbourne - virtual/hybrid work arrangements will be considered
<b>Salary</b>	\$95,000 excluding superannuation
<b>Award</b>	Level 6, Lead (FYA Salary Framework)

#### Role summary

Young people deserve a much bigger voice in our mainstream media, and you'll help them get it. You'll lead and deliver a strategic program to elevate the voices of young people to share their lived expertise on the issues that matter to them.

You'll build a large network of youth talent, train and prepare young people for broadcast opportunities, and pitch them to journalists and producers. Working alongside your colleagues, you'll also support youth-led movements to leverage moments to strengthen their advocacy in the media, and provide coaching for young people with a sudden profile off the back of a news event.

You're perfect for the role given your extensive background in the media or PR world, advocacy experience, and passion for work with young people.

#### About the Foundation for Young Australians

Today's generation of young Australians are facing unprecedented and intersecting crises. They also have the skills, insight and ambition to address them. At FYA, our vision is that young people have the power to beat injustice and transform the future. In pursuit of this vision, our purpose is to back young people with the trust, resources, skills, and connections to make change.

FYA has an incredible history, new CEO and First Nations Executive Director, focused strategy, dynamic team and board, and unique resource base. We are shaping a future-focused organisation committed to the highest standards of professionalism, culture and conditions, diversity, and impact - all centered around our key constituents: young people.

Our values are:

- We respect and back First Nations young people and their communities
- We back and serve young people
- We shift power to young people with lived experience
- We dream big
- We care about each other
- We are always learning
- We have fun

**Our work is guided by a commitment to beating injustice and we strongly encourage applications from Aboriginal or Torres Strait Islander people, young people, people of colour, women, people with disability, people from LGBTIQ+ communities, and more. We acknowledge our sector has systematically excluded these communities.**

### What we offer

- **A dynamic workplace.** We are a flexible, values-led and impact-driven workplace that combines the best of in-person connection and virtual efficiency.
- **Generous leave condition and flexible work.** FYA is committed to a flexible workplace, and offers opportunities for part-time work, 12 weeks paid (primary carer) parental leave, paid cultural and ceremonial leave, and paid leave for your birthday.
- **Attractive remuneration.** Our key asset is our team, and we are committed to recruiting and retaining experts in youth engagement and social change. We pay competitively, and offer salary packaging.
- **Extensive commitment to professional development.**
- **Strategic, skilled and collaborative team.** You will be working closely within the Advocacy & Campaigns team.

## Working in the Advocacy & Campaigns team

- **Stay across policy developments that impact young people**, and which young people rank as a priority, including decisions by state and federal governments and other institutions.
- **Work collaboratively as a team to identify ways to strengthen young people's voice on key issues.** In addition to a specified functional responsibility (below), team members are likely to have an issue or priority youth organisation /cohort, for which they are FYA's key contact and strategist.
- **Adopt and continuously improve practices to build the agency and honour the lived experience of young people, while strengthening their skills, well-being and safety.**
- **Find linkage between the work of the Advocacy & Campaigns team and other teams**, for example helping identify key youth advocates who might benefit from our capacity-building work
- **Represent the organisation on a regular basis** with partners, funders, partners, suppliers, public audiences.

## Specific responsibilities of this role

- Maintain and grow a **broad register of young media spokespeople** interested and able to participate in media interviews.
- Act as a **key liaison between FYA and youth-led organisations** for media engagements, training and support across the country.
- Build **relationships with journalists and producers** at diverse mainstream media outlets, supporting them to include young people in their stories.
- **Actively pitch young people into media** aligned with advocacy strategies and the needs of our youth-led partners.
- Provide **1:1 support and group training for young people to participate in media stories**, including media coaching, technical advice, debriefing, and media management where required.
- Build **relationships with youth-led media organisations** and act as a thought-leader (e.g with philanthropy, educators) for the growth of youth voice in the media.
- Commission and oversee **media monitoring** to track, share and preserve media clippings and content generated through FYA's youth media program.
- Work closely with the Strategy and Evaluation Lead to **evaluate** FYA's youth media program and communicate its impact to young people and stakeholders.
- Work closely with the Strategic Projects team to develop **large-scale. partnerships with media institutions** to expand the space for young people in their outlets and/or provide unique opportunities for young content makers.

- Occasionally support **FYA's own media or public relations needs**, as required (alongside the Communications Lead and Executive Director, Advocacy & Campaigns).

## Who we're looking for:

- **At least 4-6 years experience in the media industry** in journalism, public relations, or media relations in a non-profit, industry body or political office. This should include extensive hands on experience:
  - Pitching stories and packages to the media
  - Training and/or preparing talent for broadcast media interviews
  - Writing and pitching op-eds
  - Rapid response and crisis communications
- **Strong experience** working with Aboriginal and Torres Strait Islander young people and communities, including a demonstrated commitment to self-determination, decolonisation and First Nations justice.
- **Demonstrated experience working to empower the voices of people with lived experience in the mainstream media**, preferably young people. Experience navigating the specific barriers people of colour and/or people with a disability face in representation is particularly valued.
- **Passion for social change** demonstrated through professional or voluntary involvement with non-profit causes.
- **Strong proficiency with key workplace tools** such as Google apps, Slack etc.

## Additional requirements

- A valid Working with Children Check, or the ability to obtain one, is a requirement of this position.
- Applicants for this role must have a valid, legal right to work in Australia.

## Click Apply Now or head to the 'work with us' section of our website and follow the application process.

- Please include a detailed resume (no more than 3 pages)
- You will be asked two questions in your application in which you're required to provide brief answers (no more than 500 words each), including:
  1. A description of yourself and what excites you about this role and working for FYA
  2. An explanation of how your experience relates to what we're looking for
- We are open to receiving this in the format that works best for you eg. as a written piece (no more than 500 words each), a video or audio (no more than five mins). For video or audio applications please follow the application procedure on our website then email your video or audio responses to [people@fya.org.au](mailto:people@fya.org.au)
- **Deadline: 6pm AEST, Thursday, 2nd September 2021**



**For more information or a confidential discussion about the role contact:**

- Lee Carnie (they/them) | Executive Director, Advocacy
- Email: [lee.carnie@fya.org.au](mailto:lee.carnie@fya.org.au)
- Book in a time to chat [via this link](#)

**For more information about the recruitment process:**

- Azianni Mustapa (she/her) | People Culture Coordinator
- [people@fya.org.au](mailto:people@fya.org.au)