



Environmental Defenders Office

Senior Media and Communications Specialist – Position Description

EDO relies on our people to use their skills and experience to provide the best possible support to our clients and other staff. While this job description aims to outline the fundamental reason the role exists, the role may evolve as EDO evolves. If you see a way to play to your strengths in a way that achieves EDO outcomes, please don't be limited to this list. We have important work to do and need everyone to be operating at their best.

Job title: Senior Media and Communications Specialist

Reporting to: Head of Marketing and Media

Purpose of the position:

The Senior Media and Communications Specialist is responsible for developing and executing earned media and communications strategies in service of the goals of EDO and the Fundraising, Marketing and Communications Team.

Reporting to the Head of Marketing & Media, this senior position is pivotal in developing integrated narratives and media moments across our communications and media campaigns, and ensuring our public communications reflect EDO's brand identity, key messaging, and tone of voice.

The Senior Media and Communications Specialist is responsible for liaising with legal and scientific staff and external stakeholders including clients and partners around media, as well as developing media strategies across EDO's key areas of work.

Key Responsibilities

- Develop and execute plans to launch media moments around EDO'S work to maximise brand awareness and build brand equity in partnership with the legal team, clients and sector allies.
- Manage media and content to ensure that the overall key messages and tone of voice are in brand alignment and executed with high understanding and knowledge of the supporter.
- Develop strategies to increase media share-of-voice EDOs expert lawyers for our key themes of Safe Climate and Nature.
- Be the first point-of-contact for journalists and organise timely responses to media queries.
- Improve systems and processes for the delivery of earned media campaigns.
- Evaluate the success of campaigns and provide timely reports on impact.
- Help develop integrated narratives across our communications, media and fundraising.
- Liaise with legal and scientific staff to ensure accuracy of content.
- Assist with other communications, marketing and media duties as required.

General

All staff have a responsibility to:

- Developing and maintain a good knowledge of EDO's role and policies.
- Representing EDO in a positive and effective manner by actively demonstrating EDO Values.
- Attending, and contributing actively and constructively at staff meetings.

- Maintaining appropriate records, assisting with office administration, such as files, computer and precedent systems.
- Seeking opportunities for personal and professional development, particularly related to the team and the position's specific areas of responsibility.
- Responding to requests by clients and fellow staff in a knowledgeable, professional, constructive and respectful manner.
- Providing accurate and timely data and information for reporting, fundraising and communication purposes.

Commitment to EDO's Values:

Commitment

- We are committed to; a united organisation, to each other, to collaboration, to justice, to our communities, and to creating a world where nature thrives.
- We are committed to providing excellent legal services and resources, informed by the best available science, in order to empower clients and communities.
- We are committed to improving our planet and society.
- We care for EDO's clients and stakeholders.
- We are fearless in the face of adversity, and care for each other as we face this adversity.

Diversity

- We are respectful of and welcome diversity of staff, volunteers, offices, environmental regions, communities, stakeholders.
- We respect First Nations Peoples' knowledge and experience, and work with them to protect their country and culture.
- We acknowledge that the law has not always been just.
- We dedicate ourselves to understanding the diversity of our people and culture.
- We welcome and respect our own differences, learn from them and collaborate to achieve our greatest potential.
- We are great lawyers and great people, with open hearts and open minds.
- We respect the different places our stakeholders come from and strive to help them, even if their worldviews don't align completely with ours.

Integrity

- We work effectively, efficiently, strategically, professionally and ethically; "justice is in our nature".
- We are truthful with ourselves and others.
- We are nonpartisan and inspire trust in our clients, stakeholders and government.
- We respect the world's resources and make maximum productive use of the resources entrusted to us.

Vision

- We lead change and environmental empowerment using innovation, creativity, and courage.
- We expand the boundaries with creativity and skill, pioneering new legal pathways to a healthier, safer world and inspiring others.
- We are inquisitive, curious and persistent: exploring new ideas and embracing change.
- We boldly challenge the status quo while providing solutions to our most pressing challenges.