



Environmental Defenders Office

Media & Communications Lead – Position Description

Job Title:	Media & Communications Lead
Reporting to:	Head of Marketing and Media
Direct Reports:	None
Travel Requirements:	Some travel may be required

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.

Position Overview & Purpose

Environmental Defenders Office (EDO) is the largest environmental legal centre in the Australia-Pacific, dedicated to protecting our climate, communities and shared environment by providing access to justice, running ground-breaking litigation and leading law reform advocacy.

The Media and Communications Lead 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 and 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 role is responsible for liaising with internal and external stakeholders including clients and partners on media matters, as well as developing communication strategies across EDO's key areas of work.

At EDO, we believe that culture is shaped collectively and is built together. EDO has developed a set Cultural Narrative which guides our Ways of Working. Our Ways of Working have been developed to bring greater clarity to **how we work together at our best** – the behaviours, expectations and shared commitment that help us deliver impact while sustaining one another.

Key Responsibilities & Duties

- Demonstrate ownership and leadership of media and communications services across EDO.
- Develop and execute proactive and responsive media and communication strategies and plans in alignment with EDO's brand, values, and strategic objectives.
- Draft and edit key messages, media responses, media releases, editorials and other communications products as required.
- Review and respond to briefs for media and communications requests including inbox management.

- Manage and maintain relationships with journalists across a variety of new and traditional media outlets.
- Publish media and communications content across owned channels, including EDO's website.
- Evaluate the success of communications initiatives and provide timely reports on impact.
- Manage media monitoring tools and subscriptions, ensuring timely access to coverage across the organisation.
- Support media training and maintaining a register of experts across the organisation.
- Liaise with experts across the organisation to ensure content accuracy and maintain strong brand trust.
- Work closely with Marketing, Philanthropy, and Data and Insights teams to develop complimentary earned media and communications strategies.
- Maintain records in accordance with EDO's privacy and record-keeping practices.
- Maintain systems and processes for the delivery of earned media campaigns.
- Assist with other communications activities as required.

This position may require occasional travel and out-of-hours availability.

Selection Criteria

The successful Media and Communications Lead applicant will have;

Essential:

- 7+ years demonstrated experience in media relations, journalism, public relations and/or communications.
- Proven ability to develop and execute proactive media and communication strategies with measurable outcomes.
- Exceptional written and verbal communication skills, including experience preparing high-quality media and communication plans, statements, opinion pieces, key messages, briefing notes, speeches and other communication materials for a range of external audiences.
- Demonstrated experience building and maintaining strong relationships with journalists, media outlets and key stakeholders.
- Demonstrated experience identifying, pitching and delivering meaningful media opportunities.
- Demonstrated reputation and brand management across traditional and new media outlets.
- Proven ability to provide strategic media advice to senior leaders and subject matter experts while responding to complex or sensitive issues in a fast-paced environment.
- Demonstrated ability to manage multiple competing priorities while exercising sound judgement, maintaining attention to detail and delivering high-quality work.
- Experience managing crisis communications or reputation management.
- Strong understanding of the Australian media landscape, current affairs and the role of media in influencing public policy.

Desirable:

- Experience working in the not-for-profit, advocacy, government, legal or public policy sectors.
- Experience in high-profile litigation communications
- Knowledge of digital communications platforms and media monitoring and evaluation tools.

- Relevant tertiary qualifications in Communications, Journalism, Public Relations, Media or a related discipline.

General

All staff have a responsibility to:

- Develop and maintain a good knowledge of EDO's role and policies.
- Represent EDO in a positive and effective manner by actively demonstrating EDO Values.
- Attend and contribute actively and constructively at staff meetings.
- Actively engage with and contribute to EDO's Reconciliation Action Plan (RAP).
- Maintain appropriate records, assist with office administration, such as files, computer and precedent systems.
- Seek opportunities for personal and professional development, particularly related to the team and position's specific areas of responsibility.
- Respond to requests by clients and fellow staff in a knowledgeable, professional, constructive and respectful manner.
- Provide accurate and timely data and information for reporting, fundraising and communications purposes.

Commitment to EDO's Values and Cultural Pillars:

All employees are expected to contribute to a workplace culture that reflects EDO's values and cultural pillars through their actions, behaviours and decision-making.

Thriving People & Professional Excellence

- Demonstrates professionalism, accountability, and commitment to continuous learning.
- Contributes to a safe, respectful, and supportive workplace where people can thrive.
- Delivers high-quality work and seeks opportunities to develop capability and expertise.

Shared Direction & Courageous Action

- Works collaboratively toward shared organisational goals and purpose.
- Demonstrates initiative, adaptability, and courage in addressing challenges and opportunities.
- Supports innovation and contributes positively to organisational change.

Grounded in Clarity, Strengthened by Trust, Driven by Ownership

- Acts with integrity, transparency, and accountability.
- Builds trust through respectful communication and follow-through on commitments.
- Takes ownership of responsibilities and contributes to effective decision-making.

Inclusive Impact

- Values and respects diverse perspectives, backgrounds and lived experiences.
- Demonstrates cultural competence and contributes to a culturally safe and inclusive workplace.
- Supports EDO's commitment to justice, equity, diversity and inclusion, including meaningful engagement with First Nations peoples and communities.

Purposeful Joy

- Contributes to a positive, connected, and respectful workplace culture.
- Supports the wellbeing of colleagues and celebrates achievements and contributions.
- Brings enthusiasm, curiosity and optimism to their work.

Supporting EDO Values

- Commitment – Working together to achieve environmental justice and positive outcomes for communities.
- Diversity – Respecting and valuing difference, inclusion and cultural safety.
- Integrity – Acting ethically, professionally and with accountability.
- Visionary – Embracing innovation, creativity and continuous improvement.