

JOB DESCRIPTION FORM – PR & EVENTS OFFICER

JOB TITLE: PR and Events Officer

JOB TYPE: Volunteer position (2-5 hours per week)

LOCATION: Work from home (BYO device) and 2 x monthly virtual meetings

SUPERVISOR/MANAGER: Marketing Manager

DIRECT REPORTS: NA

OVERVIEW:

Engagement and connection with the broader community is an important component of the ongoing development of the Hello Initiative brand. Further, a positive and active media presence is critical to capturing and retaining support from key stakeholders and boosting Hello Initiative's brand awareness across the state. The PR and Events officer is responsible for the external brand development of Hello Initiative as an agile and ethical start-up organisation. This role will support the Marketing Manager in strategically developing the Hello Initiative brand through regular creation of engaging media releases, building your professional network of media contacts, and seeking out and coordinating attendance at relevant industry events throughout Western Australia. This role is supported by the Marketing Manager and will work closely with the entire marketing team. The successful applicant will gain experience in writing media releases and engaging with local media outlets, as well as contributing to the strategic brand management of a homegrown not-for-profit. Expand your professional network through PR and event management while giving back to some of WA's most vulnerable young people.

MAIN DUTIES/RESPONSIBILITIES:

- Work closely with the marketing team and the Marketing Manager to determine the strategic messaging of Hello Initiative.
- Create media releases that align with Hello Initiative's marketing strategy and key messaging.

- Work with leadership across Hello Initiative to create engaging opinion pieces on relevant topics in a timely manner.
- Create and manage a calendar of industry events for Hello Initiative leadership and other volunteers to attend and/or speak at.
- Work closely with the Social Media and Communications officers to ensure consistency of messaging across channels and maintain the integrity and quality of Hello Initiative's brand.

SKILLS & EXPERIENCE

Qualifications:

- No specific qualifications required
- Qualifications or ongoing study relevant to marketing, journalism, communications, english, event management, or media studies will be viewed positively
- A valid Working with Children Check and COVID Vaccination Certificate will be required

Experience:

- No experience required
- Experience working in youth justice or other youth work will be viewed positively
- Experience in journalism, communications, marketing, or the arts will be viewed positively

Necessary Skills:

- Excellent written and verbal communication skills
- High levels of adaptability to work in a fast moving start up
- High levels of cultural sensitivity
- Ability to work autonomously
- Attention to detail
- Excellent time management skills

Desirable Skills:

- Experience with Google G-Suite

VOLUNTEERING AT HI

- HI provides volunteers with many opportunities to give back to our community and make a direct impact in youth justice.
- Personal and professional development is a focus, with opportunities to gain valuable skills and experiences across strategic planning and various project working groups.
- HI volunteers enjoy a welcoming and supportive environment, with friendly and respectful people who genuinely appreciate each other's contributions.
- HI recognises that volunteers have busy lives, and are flexible in terms of schedule; work hours, locations, and general autonomy around how volunteers perform their duties.
- HI prides itself on an innovative approach to program development and idea incubation, welcoming new initiatives from volunteers, exposing volunteers to modern approaches to problem-solving.
- Volunteers are highly valued and respected, with transparency and equal opportunities for everyone.
- HI provides training and learning opportunities to enhance volunteers' skills and knowledge in new ways of working and domain specific information (e.g., Human Centred Design Thinking and the Youth Justice system in WA).
- Volunteers have access to knowledgeable and supportive leaders who are passionate about the organisation's mission and goals.
- Volunteers have the potential to take charge and lead, with opportunities for increased autonomy and responsibility.

Hello Initiative is an equal opportunity employer and encourages Aboriginal and Torres Strait Islander peoples, people with disabilities, people of all backgrounds including LGBTQIA+ individuals and people from diverse cultural and linguistic backgrounds to apply for positions within our organisation.

For a discussion of this role or to learn more including a discussion on how we can improve access and support you to apply, please call Aish Srinivas, Chief People Officer, on 0466 005 476 or email aishwarya@helloinitiative.org.au.