

JOY 94.9

Victorian Pride Centre
Level 1, 79-81 Fitzroy St
St Kilda, VIC 3182

T 03 9267 6000

Social @joy949

joy.org.au

ABN 52 334 960 331



Out.
Loud.
Proud.

Position Description

Role Name: Volunteer Public Relations Coordinator

Status: Volunteer Team Member

Expectation of hours/term: 5-10+ hours a week

Location: JOY Studios - Victorian Pride Centre, St Kilda

Reports To: JOY Marketing and Communications Coordinator

Collaborates with: JOY Content Team, JOY Producers

Direct Reports: none



Organisational Purpose

JOY 94.9 – Australia's LGBTIQ+ radio station is a high-profile community media organisation located in Melbourne, streaming live around the world. JOY exists to make Australia a more inclusive place to live by providing a multimedia platform and enabler for change.

JOY Values

Joyous – A celebration of diversity, talent, music and entertainment

Inclusive – A safe and supportive environment for all members of the LGBTIQ+ community

Courageous – A way to change lives by speaking out sharing stories and challenging boundaries

Role Overview

The JOY Public Relations Coordinator will continue to grow the visibility and awareness of the work JOY does to build a more inclusive society, both here in Australia and across the globe. This role will maintain and increase engagement with our wonderful community base through our owned channels, but more importantly through the channels of the wider media landscape.

This position will work closely with the Marketing and Communications Coordinator to effectively partner JOY with brands and organisations that align with our Joyous, Inclusive and Courageous values. Duties will include managing day to day relations with media and aiding in scheduling of events, speaking engagements, interviews and public appearances with the relevant JOY personnel as well as the drafting and distribution of written press release comms.

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The ideal candidate is a detail orientated planner, a fast-thinking strategic individual, a team player and someone who has a passion for uplifting and empowering the diverse voices of the LGBTIQ+ community.

They report directly to the Marketing and Communications Coordinator and will carry out their daily duties assigned to them by the coordinator on an adhoc basis.

Key Responsibilities:

- Create effective publicity plans
- Pitch stories and ideas to media outlets on behalf of JOY at the direction of the MarComms Coordinator
- Seek out and coordinate interviews and requests from media with relevant JOY personnel
- Create and update media lists, tier media lists, and distribution lists.
- Work as a strong team player with all JOY team members and paid staff to execute large scale successful campaigns
- Ensure all promotions by staff or team members of JOY are in line with policy and organisation branding.
- Assist in the on-going defining and management of the brand communication strategy using a variety of media
- Assist in creating and executing large- and small-scale campaigns at the direction of the MarComms Coordinator
- Provide additional online or in person MarComms Support as needed

Key Selection Criteria:

- Demonstrated strong experience and/or qualifications in public relations, media and communications, journalism and/or other related disciplines.
- Excellent written and communication skills, particularly with the general public and stakeholders
- Demonstrated organisational skills and ability to manage time independently as well as prioritise and manage competing demands
- Strong lived experience and understanding of diverse identities within the LGBTIQ+ community (including but not limited to trans/gender diverse, and/or people of colour).
- Demonstrated passion for JOY's purpose to build a more inclusive society for the LGBTIQ+ community.



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Bonus Desirable Skills

- Strong connections with and networks within the Australian media landscape
- Experience working in/for a community media organisation and/radio station
- Intermediate experience using CRM systems like Salesforce
- Previous experience in not for profits, charities or in other volunteer roles.



Benefits

All JOY volunteer Marketing and Comms team members will receive one on one mentoring, support in skills they hope to develop and the unique experience of working in Australia's dynamic community media space. Through this role, you will be able to learn from the wide range of talented people at JOY, build networks and be provided with the chance to partake in any additional opportunities that arise within the JOY team.

JOY is one of only four LGBTIQ+ radio stations in the world, and through your volunteer role you will be able to play a role in building a more inclusive Australia.

Application Process

Email your CV and a cover letter addressing the Key Selection Criteria to Marketing and Communications Coordinator at natalie.williams@joy.org.au.

Applications will be accepted on a rolling basis.