

## Media Officer - Flexible Location

### THE ROLE

Working as part of a busy and dynamic Communications and Marketing team and reporting to the Communications and Marketing Manager, the Media Officer will help shape the FSU's public profile through proactive media engagement and effective issues management.

You will work closely with leaders and staff to deliver timely and accurate coordination of media relations, including managing media releases and enquiries, media monitoring and coordinating press conferences.

You will have a strong background in media relations and public affairs, which enables you to plan and execute sound media campaigns and provide strategic advice.

You will have sound experience writing engaging media content with exceptional attention to detail and be comfortable working quickly and efficiently in a fast-paced media environment, while liaising and building positive relationships with media and journalists.

***This is a full-time position on an initial 12-month contract, with the potential for permanency.***

### RESPONSIBILITIES

- Write content for and coordinate media in line with strategic priorities, including media releases, statements, alerts, responses, briefs, speeches, opinion pieces and blog posts.
- Distil complex information into clear, persuasive and engaging content for media releases, speeches, briefs, reports and more, with exceptional attention to detail and ensuring all communication is grammatically correct, aligns with the FSU's editorial style guidelines and captures the FSU's tone of voice.
- Monitor news coverage and prepare daily media clips.
- Manage media enquiries and prepare responses that reflect the FSU's strategic goals and upholds the union's reputation.
- Plan, support and execute media events including press conferences.
- Plan, coordinate and maintain a calendar of media and story opportunities.
- Develop and maintain a media contact list and cultivate positive relationships with journalists and media on behalf of the FSU.
- Conduct interviews with talent and undertake research to produce compelling media stories, feature articles and profiles.
- Engage with staff across the organisation to identify media and story opportunities and work closely with them to ensure stories reflect accurate and appropriate content.
- Support the organisation's spokespeople and members with specialist media advice and training.
- Grow and develop the public profile of the organisation's spokespeople through the media and online, including on social media.
- Measure and report on media strategies to provide actionable recommendations to inform future strategies that raise the FSU's public profile.

- Undertake general communications and marketing tasks where required or as directed by the Communications and Marketing Manager, including content creation for emails and newsletters, story writing, updating and maintaining the FSU website, social media and more.

## REQUIRED ATTRIBUTES

- A background in journalism, media relations or public affairs, ideally within the union movement or government sectors.
- Strong written and verbal communication skills with exceptional attention to detail – a proficient communicator and writer.
- Strong understanding of current affairs, politics and the issues impacting working people.
- Strong skills in building and managing a range of media and stakeholder relationships.
- Strong ability to identify media opportunities.
- Ability to be self-motivated, responsive and flexible in an environment with time pressures and multiple priorities.
- Demonstrated experience in the use of media monitoring and distribution platforms (i.e, Stroom, Meltwater, etc).
- Demonstrated ability to develop, translate and leverage strategic messaging for media.
- Demonstrated ability to work to tight deadlines and manage multiple media enquiries.
- Demonstrated ability to research, analyse and absorb complex information and distil or present it simply and concisely.
- A commitment to social justice and union values and a passion for making a difference to workers' lives.

## SALARY RANGE AND LOCATION

We would encourage people with salary expectation around \$96,000 to apply.

The FSU has offices in Melbourne, Sydney, Brisbane, Perth and Adelaide. We welcome applications from people in any location.

The FSU is open to flexible working arrangements, full-time, part-time and outside of normal business hours where requested. All FSU staff have a flexible work location and we are also open to work from home options.

We strongly encourage women, Aboriginal or Torres Strait Islander people, people with a disability and people from non-English speaking backgrounds to apply for this role – we provide a diverse and safe workplace environment a would love you to join our team.

## APPLICATION PROCESS

To apply, please send your resume and cover letter to [fsuinfo@fsunion.org.au](mailto:fsuinfo@fsunion.org.au)

For any enquiries or questions about the role, contact FSU Communications and Marketing Manager, Stephanie Lim, at [stephanie.lim@fsunion.org.au](mailto:stephanie.lim@fsunion.org.au) using the subject line: **Media Officer - Flexible Location enquiry via EthicalJobs.**

**Applications close 5:00pm Monday, 4 May 2026.**