



# Communications & Media Manager

---

## Role Purpose

The Communications and Media Manager leads BZE's communications strategy and delivery, driving narrative, media presence and team capability to ensure that BZE's voice is heard where it matters most.

Leading the Digital Media Officer, contractors and volunteers, you'll shape a high-performing collaborative communications function and be at the centre of work that matters.

Reporting to the Chief Researcher, you'll make sure BZE's research and expertise reaches and resonates with the right audiences (donors, partners, government), deepens stakeholder engagement and keeps BZE's voice sharp and heard where it counts.

This opportunity is available as either a full time or 0.8 FTE position with a Head Office located in Melbourne, but we're open to suitable candidates across Australian East Coast locations.

## Key Responsibilities

### Communications strategy, narrative and positioning

- Drive BZE's communications strategy aligned with organisational priorities
- Lead narrative and messaging ensuring it is clear, consistent and grounded in evidence across platforms and audiences
- Support project leadership across BZE's initiatives across project lifestyles, from inception to delivery
- Provide strategic advice on positioning, risks and opportunities across all areas of the organisation and key initiatives
- Embed strong communications processes across the organisation, in alignment with projects and approvals
- Own and evolve the BZE style guide ensuring it strengthens brand presence
- Manage BZE communications channels, including website and social media accounts.

### Communications projects and delivery

- Develop, plan and deliver communications projects across the organisation, both leading BZE-wide initiatives and driving communications for various audiences (donors, partners, government, etc), outputs and key moments

- Spot and lead opportunities that strengthen BZE's visibility, narrative and influence
- Turn research and evidence into compelling content that lands with industry, government and public audiences
- Create and oversee high-quality content across all channels: website, social, email, publications, stakeholder materials and events collateral

### **Media engagement and external profile**

- Drive a proactive and reactive media strategy: pitching stories, chasing coverage and growing BZE's share of voice
- Cultivate strong relationships with journalists, editors and commentators across relevant beats
- Prepare and coach BZE spokespeople including Board and staff members for media and public appearances
- Identify and develop opportunities for spokespeople to represent BZE at conferences and other stakeholder events
- Seek out new avenues to grow BZE's reach and profile: established channels, emerging platforms and creative approaches that keep engagement fresh.

### **Team, capability and performance**

- Lead, coach and develop the Digital Media Officer and volunteers
- Build communications capability across BZE: equipping colleagues with tools, guidance and confidence to communicate well
- Set clear priorities, manage workloads and use data and insight to keep projects moving and sharpen what's working
- Monitor and evaluate communications outputs and report on outcomes to leadership and key stakeholders: showing what's landed, what's shifted and where to go next.

## **Key Selection Criteria**

### **Experience:**

- 7-plus years' experience in communications, media, PR or a related field with a track record of leading strategy and delivery
- Background in or alongside research, policy, industry, advocacy or not-for-profit environments
- Diploma or higher qualification in communications or a related field or equivalent experience

### **Skills and technical expertise:**

- Experience developing and executing strategy across multiple channels including digital, media, events and emerging platforms (including AI)

- Demonstrated media skills including pitching, building journalist relationships and preparing spokespeople
- Demonstrated ability to lead teams and drive communications projects from concept to delivery
- Strong written skills with the ability to turn complex research and evidence into compelling content for diverse audiences
- Proactive, solutions focused approach - able to identify problems and drive resolution independently
- Ability to manage sensitive information and maintain a high degree of confidentiality
- Strong prioritisation skills with the ability to manage competing demands, be flexible and deliver to deadlines
- Self-motivated and energised by impact, with the ability to work autonomously as well as be an effective team member and team leader
- Highly developed interpersonal skills, with the proven ability to build effective relationships and influence a diverse range of internal and external stakeholders

### Personal Attributes:

- Commitment to Beyond Zero Emissions' vision and purpose together with an understanding of, or interest in, climate action and Australia's transition towards zero-emissions
- Enthusiasm for BZE's approach — ambitious research, influential engagement, compelling communications
- A team player with a can-do attitude who is always willing to pitch in, with an ability to represent Beyond Zero Emissions positively when working with a wide range of people

### Our values

- **Courage and conviction:** We are bold and innovative and have the courage to propose the climate actions needed to address the serious crisis humanity faces.
- **Independence:** Our research is factual, independent and free from political and corporate influence.
- **Honesty and openness:** We are accountable and open in our communication.
- **Respect:** We respect and value a diversity of opinion and viewpoints.
- **Collaboration:** We work with many people and organisations throughout the community towards our common goal.
- **Sustaining our people:** We are resilient and passionate and recognise the importance of people's well being. We celebrate our successes, and continue to learn together.

### Our benefits

- An exciting and supportive work environment to help bring out your best. You'll be joining a focused and friendly team who celebrate each other's achievements.
- Thorough onboarding and ongoing training, offering rich learning opportunities across fundraising in the climate sector
- Genuine flexible work arrangements to help balance your work and life.

- Enjoy five weeks of paid annual leave, including extended office closure over the end of year public holiday cluster.
- Three days of paid Professional Development Leave each year, and two days of paid Volunteer Leave per year, including support to find an opportunity that suits your interests and builds your understanding of volunteering.
- Free and confidential Employee Assistance Program to support wellbeing.

## To apply

Applications should be submitted via the [BZE website](#) and include:

1. Your current CV
2. A cover letter (no more than a page) that tells us:
  - Why BZE and why now
  - What great communications and media looks like to you and where you have proved it
  - How you lead and bring people with you

Applications close 19 July. For any enquiries please reach out to Amanda, HR Manager at [amanda.devine@bze.org.au](mailto:amanda.devine@bze.org.au)

***Beyond Zero Emissions is committed to creating a diverse and inclusive workplace and encourage applicants from all backgrounds, including Indigenous and Torres Strait Islander people, LGBTQIA+ individuals, people from diverse cultural and linguistic backgrounds, and people living with disability.***