

Position Title:	Content and Media Relations Specialist
Reports To:	Fundraising & Communications Lead
Department:	Fundraising & Communications
New/Existing:	Existing
Position Type	Full time

### Strategic purpose

The Fundraising & Communications Department plays a fundamental role in The Leprosy Mission Australia's (TLMA) strategic world where leprosy is defeated and there is healing, dignity, inclusion, and life in all its fullness. By overseeing and coordinating content and storytelling that is aligned to the overall organisational strategy and mission, the Content and Media Relations Specialist enables TLMA to become a content-rich organisation which occupies a central place in Australia for the communication and education of our stakeholders about Christian care for those who experience marginalisation and disadvantage and people with disabilities.

### The role

The Content and Media Relations Specialist is a key role within TLMA's Fundraising and Communications Team responsible for creating compelling human-centred content to engage with supporters, customers, stakeholders and the wider community to tell our story and raise awareness of leprosy and other neglected tropical diseases. A key responsibility is the management of the Content Hub, leading and providing direction to internal and external writers and content producers to curate a range of content that captures authentic, high-impact stories that resonate with our communities and drive our strategic goals.

Working closely with the Fundraising and Communications, Engagement, Social Enterprise and the International Programs teams you will develop stories through high-quality written, visual, and digital content for fundraising campaigns, donor communications, media, digital channels, internal communications, and special projects including the Annual Report and TLMA's websites.

### The person

The Content and Media Relations Specialist requires outstanding organisational and prioritisation skills, superb written communication and editorial judgement, and the ability to translate programmatic and health information into clear, accessible, emotionally resonant narratives.

They will be a hands-on communications specialist motivated by mission and impact, who thrives in a small, collaborative team where individual contribution makes a meaningful difference. Success requires strong digital literacy, exceptional writing, creativity, and the ability to build trusted relationships across TLMA and the Leprosy Mission's international partners, as well as with supporters, customers, and external stakeholders.

## Key result areas

### **Storytelling, Content Strategy and Digital Engagement**

- Develop and implement an organisational content strategy to serve the goals of the strategic plan and oversee the content dissemination across all available internal and external channels.
- Create compelling written, visual, and digital content to support fundraising campaigns, donor stewardship, digital channels, events, media materials, newsletters, and digital channels with a forward content calendar aligned to engagement, brand, and fundraising goals.
- Lead ongoing content development and updates for TLMA's websites, monitoring current events and trending topics, ensuring accuracy, relevance, and alignment with brand and strategic priorities.
- Work with the Digital Content and Communications Coordinator to manage website CMS tools, email marketing platforms, and digital publishing systems and ensure effective analysis of all activities.
- Coordinate the capture of photography and video content to support storytelling and digital activity.
- Use AI tools responsibly and creatively to support content generation, editing, and workflow efficiency.
- Manage internal and external content creators and liaise with marketing, brand, PR and digital advertising agencies to deliver aligned and effective campaigns.
- Produce high-quality materials for impact reporting, including the Annual Report, and signature engagement campaigns.
- Oversee the gathering of resources from overseas and local projects by working collaboratively with the International Programs Team and implementing partners.
- Lead the selection, writing and development of case studies and content to support organisational communications and strategic priorities.
- Ensure all published content meets all regulatory codes of compliance, including ANCP, ACFID, and FIA.

### **Brand Management**

- Work with Fundraising & Communication Lead and CEO to contribute to and implement a brand strategy to ensure content development, internal and external communication and fundraising activities reflect our brand identity.
- Maintain brand alignment across all content, ensuring consistency of tone, messaging, and visual identity
- Increase brand awareness through publications and community announcements aligned to the organisation's strategic purposes.

### **Public and Media Relations**

- Support media engagement by drafting media releases, preparing media-ready materials, and coordinating content for media opportunities including managing crisis communications with CEO and key stakeholders.
- Support advocacy activities for global issues across the international development sector and the importance of Australian Aid
- Scheduling, liaison and negotiation of advertising and PR activity with external media partners and suppliers,

### **Leadership**

- Supervise and mentor the Digital Content and Communications Coordinator, managing performance and providing feedback to ensure quality and timely and quality deliverables
- Plan and allocate resources by assigning content specialists and contractors to ensure achievement of organisational and departmental objectives

- Build the TLMA culture and engagement of our people through a responsive and respectful workplace culture that integrates the TLMA values.
- Promote constructive, cross-departmental assistance, critique and commentary with a commitment to continuous improvement and feedback within TLMA and the team.

## Key selection criteria

### Skills, knowledge and experience

- An understanding of, and ability to operate within, the Christian based beliefs, vision, mission and values of TLMA.
- Strong strategic thinking and experience in development of content and media relations strategies aligned to business goals
- Ability to make effective decisions and be accountable for achieving outcomes, taking leadership for your areas of responsibility.
- Experience in content creation, storytelling, digital communication, media, or engagement roles.
- Proven ability to translate programmatic and health information into compelling, human-centred narratives.
- Preferred experience in fundraising and donor engagement, with related experience in brand campaigns or other external communications also considered relevant.
- Skilled in managing social media channels, website CMS platforms, and digital publishing tools.
- Outstanding interpersonal and communication skills with experience in working with consultants to deliver desired outcomes.
- Familiarity with ethical storytelling and privacy requirements of the community development and charity sector
- An understanding of the international aid and development and/or not-for-profit sector
- Skills in desktop publishing and/or graphic design, using Adobe Creative Cloud or similar design programs.

### Personal Qualities

- Outstanding organisational and prioritisation skills, with the ability to manage multiple deadlines in a dynamic environment.
- Superb written communication and editing skills, with exceptional attention to detail and narrative clarity.
- Resourceful and self-sufficient, able to maximise impact in a small, mission-driven team by using creativity, smart tools, and selective engagement of external suppliers.
- Creative, proactive, and solutions-oriented, with strong editorial judgement.
- Empathetic and relationship-focused, able to engage credibly with partners, consultants, collaborators, and colleagues.
- Collaborative, adaptable, and highly motivated by TLMA's mission and impact.
- High integrity, discretion, and commitment to ethical storytelling and representation.

## Special requirements

### Safeguarding

- TLMA has a zero-tolerance policy towards any abuse, neglect, and exploitation to all people. Safeguarding is everyone's responsibility, and all employees are required to act in such a way that always safeguards the health and wellbeing of children and vulnerable adults.
- The postholder must sign, be familiar with, and comply with all TLMA organisational policies, including the Safeguarding Code of Conduct, the Safeguarding Policy and Procedures. All TLM staff are required to participate in mandatory safeguarding training.