



# VACANCY

- **Innovative not-for-profit organisation**
- **Fitzroy location**
- Salary \$60k plus salary sacrificing benefits

## **Public Relations Manager**

The Brotherhood of St Laurence is one of Australia's most innovative and progressive not-for-profit organisations. Based in Fitzroy, we research and develop programs to support a wide range of disadvantaged people as part of our work towards an Australia free of poverty.

We currently have an opportunity for a dynamic and enthusiastic Public Relations professional to join our Communications and Development team. This is a great opportunity to make a valuable contribution to our important work. The Public Relations Manager is responsible for strategically generating media coverage related to our Appeals, Events, Advocacy and ongoing projects. Working closely with the Senior Manager Communications and other staff, the Public Relations Manager liaises with key media, develops and implements media plans, writes releases, manages contact information and monitors and reports on the success of media initiatives. It is a busy role which generally involves working on a number of projects from across the organisation simultaneously, and is part of a close-knit team.

The successful applicant will have significant public relations experience demonstrating a strategic understanding of the media, preferably with Agency or Publicist experience. You will be happy to hit the ground running and excited about the opportunities presented by our 80<sup>th</sup> anniversary year.

You will have proven experience in placing stories in all types of media, excellent writing and liaison skills and a strong existing network of media contacts. An interest in social policy and the welfare of disadvantaged people is also a must.

Full time permanent position. This is an excellent opportunity to join a friendly and professional team in a busy not-for-profit environment. For more information download the Position Description from [www.bsl.org.au](http://www.bsl.org.au)

To apply please address the Key Selection Criteria in the position description and send along with a current resume to [krussell@bsl.org.au](mailto:krussell@bsl.org.au)

Applications by 13 Aug 2010

*Please note: Only applications addressing key selection criteria will be considered*

