**Senior Media and PR Advisor**

An opportunity for a strategic PR and media enthusiast to join a non-profit, medical research organisation aimed at improving the lives of people living with brain and nervous system disorders.

* Join a medical research non-profit making a difference in the lives of countless Australians through their extraordinary research into brain and nervous system disorders.
* Full time role with hybrid, work-from home opportunities available (also open to considering candidates seeking 4 days a week).
* Based in Sydney’s East (Randwick) and nearby public transport.
* Seize the opportunity to lead PR & media initiatives that will elevate the media profile and brand awareness of the organisation.

**About the Organisation:**

Neuroscience Research Australia (NeuRA) has a mission is to prevent, treat, and cure brain and nervous system diseases and disabilities. Marking 30 years of impact in 2022, NeuRA's work is more vital than ever, offering fresh insights into neurological and mental health conditions such as dementia, pain, and schizophrenia.

**The Role:**

As the Senior Media and PR Advisor you will have first-hand responsibility for creating and sharing compelling content to boost NeuRA’s media profile, improve brand awareness, enhance public trust, and support to the organisation.

As a key member of the Communications team, you will work closely with NeuRA’s scientists and clinicians to positively position NeuRA through consistent communication across various channels. Your target audiences will include current and prospective donors, funding bodies, and the scientific community.

This is a role well suited to media and PR enthusiast, who continuously has their ear to the ground when it comes to news and are always on the lookout for a great story opportunity. They will be a natural born writer and have exceptional eye for detail, as well as able to build rapport and relationships with stakeholders internally and externally.

This role is pivotal in driving the brand's narrative and visibility. This role requires a proven track record in media relations and strategic messaging, to shape the external communications and enhance their reputation.

**Key Responsibilities:**

* Supervise the management and prioritisation of media inquiries, offering guidance to researchers and team members on responding and preparing materials for media and communication channels, including the website and social networks.
* Coordinate and support NeuRA’s proactive media response, in collaboration with the Director of Communications as needed.
* Cultivate and maintain strong relationships with key media stakeholders and online platforms.
* Oversee daily media monitoring, generating regular reports on media mentions and social engagement metrics to inform continuous improvement.
* Draft, manage, and supervise the production and approval processes for NeuRA Magazine (published quarterly) and NeuRA’s Annual Report with support from the Director of Communications.
* Collaborate with the Digital Communications Officer on digital content.
* Develop and maintain excellent working relationships with all research groups, media, and both internal and external stakeholders.
* Support the fundraising team in campaigns to garner support and donations.
* Provide media advice to research staff, including media training, to maximize the impact of NeuRA’s PR activities.
* Build a repository of case studies for media, fundraising, and social campaigns in alignment with NeuRA’s Ambassador Program.

**Knowledge and Skills:**

* Relevant tertiary qualifications in journalism, communications, marketing, or equivalent.
* Previous experience in PR, communications, media or similar.
* Experience in agency/hospital/university, with specific experience in science/healthcare communications highly desirable. Experience in the not-for-profit sector is favourable but not essential.
* Superb writing and editing skills, with an eye for identifying newsworthy story angles.
* Competency in a wide range of communications tools including developing media releases, media briefs, articles, presentations, and social media content.
* Strong ability to multi-task and manage multiple projects to deadline.
* Ensuring accuracy and quality control in all communications.

Please apply as soon as possible as applications will be reviewed on an immediate basis. Please direct all general enquiries to Kristina at Beaumont People at kristina@beaumontpeople.com.au

Beaumont Not for Profit has been contracted to recruit for this role. Beaumont NFP is a non-profit service specialising in delivering unparalleled permanent and temporary recruitment and consultancy solutions to the Not-for-profit sector on a not-for-profit basis.

At Beaumont People, we believe a diverse workplace is a happy workplace, and we love working with organisations that feel the same way. We encourage applications from people of all different backgrounds, including Aboriginal and Torres Strait Islander peoples, people from CALD backgrounds and people with disabilities. We do not discriminate on the basis of race, religion, sexual orientation, gender identity, national origin, age, disability, marital or parental status. Should you require a reasonable accommodation to be made for your application to be assessed we would be more than happy to discuss how that can be arranged.