

AALA National Media and Policy Officer - Volunteer | Position Description

About the role

- Would suit candidates with media experience and/or studies in journalism, media and communications
- Source media opportunities, draft media releases, liaise with journalists
- Draft advocacy and policy submissions to the legal profession, government and other bodies
- General support to National Co-Convenors of Advocacy, Policy and News Media and National Convenor of Marketing and Social Media, including assisting with media editing and production (e.g. print, digital, TV, video)
- Attractive opportunity for candidates looking for volunteer experience with Australia's premier non-profit community organisation focussed on advancing cultural diversity in law

The Role

The role assists AALA's National Co-Convenors of Advocacy, Policy and News Media and National Convenor of Marketing and Social Media to coordinate AALA's relationships with the media and draft advocacy and policy submissions in line with AALA's purposes. The role will involve assessing opportunities for media, advocacy and policy exposure for AALA and developing an advocacy, policy and news media strategy.

Specific responsibilities include:

- Work with AALA's National Co-Convenors of Advocacy, Policy and News Media and National Convenor of Marketing and Social Media to manage AALA's relationships with the media and journalists, develop an AALA National Advocacy, Policy and News Media Strategy and coordinate its implementation
- Work with AALA's National Co-Convenors of Advocacy, Policy and News Media and National Convenor of Marketing and Social Media to draft media releases, advocacy and policy submissions in line with AALA's purposes
- General support to National Co-Convenors of Advocacy, Policy and News Media and National Convenor of Marketing and Social Media, including assisting with media editing and production (e.g. print, digital, TV, video)

Skills Required

This role will suit candidates from a background in media, communications and/or policy development who possess the following transferable skills:

- Experience with crafting effective messages for mainstream media (e.g. print, digital, TV, video)
- Ability to work autonomously and with initiative
- Effective engagement of a range stakeholders
- A commitment to quality service standards and delivery
- Well-developed verbal and written communication skills
- Ability to work collaboratively
- Tech savvy and skilled in image and video editing and production software, Microsoft Office suite, Google suite

Time commitment and application

For the successful applicant a commitment to AALA's objectives is essential. You are expected to volunteer, on average, 3 hours of your time per week.

Term of appointment

12 months, subject to a 3-month trial period.

How to apply

Please submit a CV and 1-page cover letter addressing your suitability in line with the position description to secretary@aala.org.au by **6pm AWST Sunday 4 April 2021**.

About the organisation

Asian Australian Lawyers Association (**AALA**)

The AALA is the first incorporated association in Australia to focus on the growing number of Asian Australian lawyers in the profession, as well as other lawyers with an interest in Asia. Our members hail from more than 10 countries in Asia and, between them speak almost 20 different Asian languages and dialects. We have members from all walks of legal life, including students, lawyers and principals from small, medium and large firms, barristers, in-house and government lawyers. The objectives of AALA include:

1. To bring together members of the legal profession of Asian heritage and cultural background and others with an interest in Asia;
2. To provide a cohesive professional network to advocate for, and provide support to, our members and to benefit from shared learning and experience
3. To improve the capability and reputation of the members in the legal profession through raising public awareness and providing education;
4. To develop links with Asian legal associations and facilitate and promote access for members to Asian legal markets;
5. To promote and facilitate Asian cultural diversity in the senior ranks of the legal profession;
6. To promote a mutual understanding of Australian and Asian legal systems; and
7. Such other purposes as the association, by general meeting, may determine, as an independent, politically unaffiliated and religiously tolerant organisation.