

PUBLIC RELATIONS OFFICER



Oaktree is an ambitious non-for-profit, with the mission of young people leading, demanding and creating a just world. As with any organisation, Oaktree needs a solid foundation. The Community Engagement team ensures that Oaktree's fundraising campaigns and domestic grassroots activities create impact and run smoothly, while cementing Oaktree's position as a leader of young people in the Australian development sector.

As a Public Relations Officer for Live Below the Line, you'll be working behind the scenes of Australia's fastest growing anti-poverty campaign. You'll help raise millions for education overseas by increasing the media visibility of Live Below the Line. You'll reach out to new audiences through creative PR tactics and engage with celebrity ambassadors to further the campaigns reach.

As Public Relations Officer, a typical day might look like:

- Identifying the best ways to reach new audiences, and convincing them to sign up to Live Below the Line
- Running a public relations campaign to get Live Below the Line covered by mainstream and local media
- Recruiting celebrity ambassadors and prominent online identities to promote the campaign
- Engaging audiences in creative ways through guerrilla tactics and media stunts

Who we are looking for:

- You thrive off trying different things out and being creative in your approach
- You respond quickly and calmly to changing conditions and don't get thrown off when something unexpected happens
- You have a good knowledge of the Australian media landscape, and popular social media channels
- You're driven and want to make the most out of the time you have with us, seeking out new opportunities and challenges

- You love helping people solve problems and grow in their role, and get excited when you see others achieve
- You're patient and show empathy to the people around you

What you will get out of it:

- Collaborate closely with incredible young leaders across Australia, as a part of our valued leadership team
- Have experiences you won't get anywhere else: from securing celebrity ambassadors to locking in pro bono advertising
- Work with a range of teams, from Creative to Grassroots, and gain skills that will forward your career in the future
- The opportunity to lead Oaktree strategy for your entire state, making key decisions and inspiring your team of volunteers
- Make a significant impact in Australia and globally in the movement to end poverty

TIME COMMITMENT: 1-2 days a week | This role is voluntary

REPORTS TO: Patrick Hwang | Director of Partnerships and PR

FOR QUESTIONS: p.hwang@theoaktree.org

APPLICATIONS CLOSE: Monday March 16th, 2020 11:59PM

APPLY AT:

<https://oaktreeorg.typeform.com/to/E1BnSi>