

public relations manager



Brotherhood
of St Laurence

Working for an Australia free of poverty

- **Work toward an Australia free of poverty**
- **Key media liaison role**
- **Inner city location**

The Brotherhood of St Laurence (BSL) is one of Australia's most progressive and innovative organisations committed to social justice. Now celebrating its 80th anniversary year, BSL researches and develops services and programs to support a wide range of disadvantaged people utilising networks and partnerships with government, business, community and welfare organisations.

The Public Relations Manager is responsible for strategically generating media coverage related to BSL's Appeals, Events, Advocacy and ongoing projects.

Reporting to the Senior Manager Communications, and working closely with other team members on multiple projects, you will liaise with key media, develop and implement media plans, write releases, manage contact information and monitor and report on the success of media initiatives.

You have significant communications and public relations experience demonstrating a strategic understanding of the media. You also have proven experience in placing stories in all types of media, excellent writing and liaison skills and preferably a strong network of media contacts. As a person you have an interest in social policy and the welfare of disadvantaged people.

This role represents an excellent opportunity to join the Communications and Development team in an organisation working towards an Australia free of poverty.

To make your contribution to the work of the Brotherhood of St Laurence forward your resume to cv@ngorecruitment (Vacancy 30331) or call Mike Hurdle on 03 8319 4070.

Blaze 149853

NGO
Recruitment
A division of Bradman Recruitment