



## CCF VOLUNTEER DIRECTORSHIP: MEDIA ADVISOR DIRECTOR

### INTRODUCTION

Colombian Children's Foundation (CCF) is a boutique non-government organisation that raises funds in Australia to support former child soldiers in Colombia. Our vision is a future where children are not involved in Colombian armed conflicts. Our funds are largely raised from the royalties of a book by acclaimed author Rusty Young. This book will be published in July 2017, and there will be media opportunities for CCF associated with the promotion of the book. CCF is governed by a board of voluntary directors based in Australia. For further information, please see <http://www.colombianchildrensfoundation.org.au>.

### SUMMARY OF POSITION

The CCF Board is responsible for the effective performance of the organisation and so will need to ensure that it is handling the right business and decisions at the right time. All Directors of the Board are volunteers and are based in Australia. The Media Advisor Director on the CCF board will contribute to the key functions of the Board, as well as ensure that CCF responds in its best interest to media opportunities, and has the appropriate tools to manage such opportunities effectively.

### ROLE AND RESPONSIBILITIES

All Directors will contribute to the key functions of the board, which are:

- Setting the strategic direction;
- Financial management and audit;
- Approval of project proposals;
- Quality assurance on projects;
- Representation of CCF;
- Attract support for the work of the Foundation;
- Risk management; and
- Approval of policies.

The Media Advisor will also undertake the following:

- Advise on which media opportunities CCF should pursue and decline
- Advise on the management of risks associated with media coverage of CCF
- Lead the development of an appropriate media strategy
- Develop tools for CCF Directors and stakeholders to respond appropriately to the media. This may include such tools as Key Messages, and will enable CCF Directors and stakeholders to be proactive and reactive to any media opportunities or incidents.
- Advise on and support an appropriate social media presence for CCF.

Colombian Children's Foundation

Website: [www.colombianchildrensfoundation.org.au](http://www.colombianchildrensfoundation.org.au)

Email: [info@colombianchildrensfoundation.org.au](mailto:info@colombianchildrensfoundation.org.au)



## QUALIFICATIONS

The Media Advisor Director would ideally have the following skills and attributes:

- At least 5 years experience in media liaison and public relations, ideally for an international or community development organisation
- Ability to develop and monitor media strategies
- Ability to develop media tools
- Analytic skills to assess media opportunities in a non-profit context
- Be based in Australia

## COMMITMENT

**Board meetings:** CCF board meets every month via teleconference. Each meeting lasts approximately one hour, and there is generally around one hour preparation required for the meetings depending on the meeting's content. Often issues are discussed and decisions are made through emailing the board members in between meetings.

There may be additional meetings and work required depending on the operations of CCF. For example, we predict that there will be further work required around the launch of Rusty's book.

The term of the Media Advisor Director is **one year** with the potential to be longer depending on the need.

**Additional commitment:** The Media Advisor Director will also lead the development and monitoring of a media strategy, and develop appropriate media tools. It is assumed that this will take an extra 4 hours per month. This additional time commitment will likely decrease once the media strategy and tools are in place, and only maintenance of these will be required.

## BOARD CULTURE

Individual board members bring valuable experience and skills to the organisation. The Board will always strive to draw on the full breadth and depth of knowledge available from its members. A suitable analogy for the way we wish to work is that of an orchestra, with the Chair as conductor and individual members contributing their specific skills to the overall performance of the Board.

## HOW TO APPLY

Please email your resume and a brief cover letter addressing the Roles and Responsibilities to [belinda@colombianchildrensfoundation.org.au](mailto:belinda@colombianchildrensfoundation.org.au). For any further information, please contact Belinda Pratten on the email above. Applications close on 24<sup>th</sup> March 2017.