

The Oaktree Foundation

National Team

“The Oaktree Foundation is an outstanding advocate for increasing awareness among young people in Australia and overseas of development challenges. Its role in mobilising young people to tackle poverty – and to inspire them to believe that they can make a difference – is commendable.”

The Honourable Kevin Rudd MP
Foreign Minister of Australia

WHO IS OAKTREE?

The Oaktree Foundation is an aid and development organisation run by young people under the age of 26. We believe that education is the most powerful force we have to change the world. Oaktree takes action by partnering with developing communities to make educational opportunities reality.

We do this by supporting educational projects in developing communities, as well as bringing young people together to campaign on issues of global poverty in the Australian context.

In a world where people often only give token responses to poverty, Oaktree believes that young people can be leaders who don't just talk about change but create it. We believe that the key to making lasting change and breaking the poverty cycle is education. At the core of our work are our projects in developing communities. Oaktree partners with local organisations to provide educational opportunities to young people. Currently we support projects in four countries: East Timor, South Africa, Papua New Guinea and India. In Australia we support our projects through advocacy, fundraising and volunteer mobilisation.

ACHIEVEMENTS

Oaktree has had some notable achievements either individually or part of a coalition with other organisations. These include but are not limited to:

- In Australia, we have mobilised more than 10,000 supporters, run more than 300 conferences and speaking engagements and reached more than 150,000 people.
- We were the leaders behind the 2006 Make Poverty History Concert in Melbourne, the 2007 Make Poverty History Zero Seven Road Trip and the 2008 End Child Slavery Campaign.
- In 2007 the Oaktree Foundation was presented with the prestigious 'Free Your Mind' award at the MTV Music Awards.
- In 2010 we led our second Make Poverty History Road Trip, leading 1000 young people across the country over the course of a week, campaigning for more and better aid.
- By now, Oaktree's Schools 4 Schools program has expanded to over 40 schools across Australia, and is one of the largest programs in the country engaging school students on issues of social justice
- We currently raise over \$400,000 annually to support educational projects in developing communities
- In 2010, we raised over \$500,000 through the Live Below the Line Campaign, which saw 2000 people sponsored to live on \$2 a day – the Extreme Poverty Line.

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National Public Relations Manager

OAKTREE AUSTRALIA > National Public Relations Manager

PR Manager	National Team > Communications Team
<p>Job Outline</p>	<p>The Oaktree Foundation, Australia’s youth led aid and development agency, is experiencing rapid growth. We’re doing more, experiencing more, and sharing our story with many more people. In this climate, Communications is one of the Oaktree Foundation’s most important organisational areas. The National Public Relations Manager plays a significant role in forming and strengthening media relationships, as well as solidifying the voice of Oaktree.</p> <p>The ideal candidate will be skilled in both strategic and creative Public Relations. You understand the importance of PR planning, and will coordinate our online and offline presence, together with the Marketing Manager. You have some knowledge of brand building, and understand the significance of written communications for brand personality. You think and write in honest and compelling ways, and you have an eye for effective Public Relations activity. You seek to emulate the highest standard of professional communication in everything you do.</p> <p>Specifically, the National Public Relations Manager is responsible for;</p> <ul style="list-style-type: none"> • Contributing to organisation wide communications strategy, with the Communications Directors • Developing a comprehensive, targeted and creative PR strategy • Issues and Crisis management • Supporting Marketing activity with quality written and verbal communications • General copy writing and media liaison • Management of Oaktree’s media site
<p>Key Performance Indicators</p>	<ul style="list-style-type: none"> • Quality and effectiveness of Oaktree’s PR activity • Quality and diversity of media relationships • Oaktree Supporter database size • Diversity in forms of media and communications used • Number and quality of media articles/other hits • Level of support provided to Oaktree campaigns
<p>Characteristics and skills required</p>	<ul style="list-style-type: none"> • Excellent oral and written communication skills • Strategic thinking and professionalism • Strong understanding of youth market and youth marketing • Media liaison, incl. phone pitching • High level of personal organisation and time management • Demonstrated initiative and Independent drive • Some knowledge of Wordpress / web content management is desirable
<p>What you get out of it</p>	<ul style="list-style-type: none"> • Professional experience in Public Relations at a level which is uncommon for young people, and the opportunity to develop highly transferable skills • Exposure to the aid and development sector, and an opportunity to make a contribution • Extensive personal coaching form the Communications Director
<p>Time Commitment</p>	<p>15 hrs per week with a minimum of 1-day p/week at the National Office in Camberwell.</p> <ul style="list-style-type: none"> • Due to the complex nature of the position we are looking for a minimum 1 year commitment
<p>Reports to</p>	<p>National Communications Director</p>

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Application Process

To Apply

All applicants are required to submit:

- A current CV of no more than 3 pages
- 1 written reference
- A cover letter of no more than 2 pages

Lodging an Application

Applications open on Tuesday the 18th of October, and will close once a suitable applicant is found. Please apply early at n.haryani@theoaktree.org to avoid disappointment.

Successful applicants will be invited to attend a 30-minute interview.

The selected applicant must be available for a mid-January start.

Questions?

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