Strategy and Culture
Chancellery

Media Advisor

POSITION NO 0037327

CLASSIFICATION UOM 7

SALARY $96,002 - $103,921 p.a

SUPERANNUATION Employer contribution of 17%

WORKING HOURS Full-Time (1 FTE)

BASIS OF EMPLOYMENT On-going

OTHER BENEFITS http://about.unimelb.edu.au/careers/working/benefits

HOW TO APPLY Online applications are preferred. Go to http://about.unimelb.edu.au/careers, select the relevant option (‘Current Opportunities’ or ‘Jobs available to current staff’), then find the position by title or number.

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Please do not send your application to this contact

For information about working for the University of Melbourne, visit our website: about.unimelb.edu.au/careers
**Position Summary**

The Media Advisor works with other media advisors, the Strategic Comms leads and the cluster comms teams to support staff across the University to identify opportunities for media outreach. The Media Advisor responds to incoming media queries aligning action and responses with the University’s brand position and strategic aims. Reporting to the Senior Media Advisor, the role develops and maintains effective working relationships with Academic Divisions, Chancellery, media and external marketing analytics suppliers to ensure high quality and timely service delivery.

**Key Responsibilities**

- Provide general advice across the University on dealing with the media in a timely manner, with a focus on providing excellent customer service;
- Provide media and communications advice across complex organisations and to staff of varying levels of seniority;
- In consultation with the Strategic Communications team identify and develop stories from across the University that will positively position the University in the media and which are aligned to the University’s strategic aims, with a particular focus on the University’s flagship websites Pursuit and Research.
- Write and pitch media releases and media stories to gain traction in mainstream and targeted (print, radio and television) and online media;
- Collaborate, develop and maintain positive working relationships across a range of internal and external stakeholders;
- Respond to incoming media queries and ensure responses and/or actions are aligned to the University’s core values, strategy and brand position;
- Contribute to the day-to-day upkeep of the University’s Newsroom website and media-focused social media account;
- Contribute to and create media plans and communications strategies across Clusters, Faculties, Schools, Institutes and the Chancellery;
- Write pieces for Pursuit and Research when required.
- Ensure compliance under the University’s Risk management framework including OHS, legislation, statutes, regulations and policies.

**1. Selection Criteria**

**1.1 ESSENTIAL**

- The appointee will have: A degree with relevant experience; or extensive experience and broad knowledge of the field; or an equivalent combination of relevant professional experience and/or education and training.
- Demonstrated ability to understand and contribute to media strategy and planning.
- Ability to provide media and communications advice across the organisation.
- Ability to develop and maintain positive working relationships with stakeholders. Ability to monitor and report on media outcomes.
- Understanding of and demonstrated ability to work with social media, audio and visual mediums.
- Ability to identify, write and pitch media stories.
Ability to confidently liaise with media on behalf of an organisation.

Some travel may be required and occasional work out of ordinary hours responding to media enquiries.

2. Job Complexity, Skills, Knowledge

2.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Media Advisor reports directly to the Senior Media Advisor and is part of a team of media and comms advisors within Strategic Communications.

They are expected to be a self-starter and possess excellent organisation skills and the ability to balance priorities and competing demands in a busy and dynamic environment.

2.2 PROBLEM SOLVING AND JUDGEMENT

The Media Advisor will work within the framework of University policy and use a high degree of initiative and judgement to develop and implement media plans, undertake media relations and follow communications procedures.

They are required to possess highly developed problem-solving skills, requiring analysis and interpretation of differing situations and need to identify, search and select solutions through experience and application of acquired knowledge.

2.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

A detailed knowledge of the University’s communications, media and publishing policies and procedures will be required to ensure that key responsibilities are executed.

The position requires that advisor to work effectively with a range of professional and academic staff across the University. They will be required to sustain a high-level of professionalism as a trusted advisor.

2.4 RESOURCE MANAGEMENT

N/A

2.5 BREADTH OF THE POSITION

Externally the appointee will work closely with news media (reporters and producers) locally and internationally.

They will be required to liaise with a number of internal groups including academic and professional staff and communication teams within the Clusters, Academic Division (Faculties) and Marketing & Communications.

3. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification
and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University’s People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people’s age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

4. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:
http://safety.unimelb.edu.au/people/community/responsibilities

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

5. Other Information

5.1 Strategy and Culture

The Strategy and Culture portfolio includes six teams:

- **University Governance**: Provides expert advice and governance support to the University Council and its subcommittees and the University Executive. The Academic Board Secretariat within the Governance team provides expert advice and governance support for the Academic Board, which is a committee of Council established under the University of Melbourne Act with delegated oversight of academic policy and quality. University Governance also oversees the University’s regulatory framework.

- **Strategy, Planning and Performance**: Oversees the development of the University strategic plans and enabling plans, and their integration and implementation through the academic and business planning framework. SPP also is responsible for monitoring and reporting on performance, including institutional rankings and international benchmarking, and undertaking institutional research and business analysis.

- **Policy and Government Relations**: Provides analysis and insight regarding public policy related to the work of the University, develops and advocates policy positions and coordinates and supports the University’s relationships with Government.
• **Community and Cultural Partnerships:** Spans the strategic leadership of the University’s place-based engagement priorities, including campus neighbourhoods, Melbourne’s west and the Goulburn Valley; and cultivating relationships with key community and civic partner organisations, including several organisations working to advance Indigenous development. The team also has oversight of the development of the cultural estate plan and cultural affiliates and departments such as the Potter Museum, Melbourne Theatre Company and Science Gallery.

• **Marketing and Communications:** Chancellery Marketing and Communications formulates and leads strategies in support of the University of Melbourne’s overarching strategic plan, *Growing Esteem*. It fosters a culture of best practice and collaboration across the University’s marketing functions and uses marketing insights to inform decision-making across the University.

• **HR and OHS:** This team specialises in attracting the best thinkers in the world, supporting our innovative and diverse community, and ensuring the University is a place to grow and thrive.

### 5.2 CHANCELLERY

The Chancellery is led by the Vice-Chancellor and has a University-wide focus on:

- delivering strategic leadership
- allocating capital according to strategic priorities
- developing and overseeing a business framework that includes appropriate financial and other organisational planning and controls
- ensuring identity or brand is consistent with strategic intent and purpose, and
- overseeing policies and initiatives that develop the academic and professional expertise of University staff members.

### 5.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia’s premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at [http://about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers).

### 5.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne’s strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. [http://about.unimelb.edu.au/strategy-and-leadership](http://about.unimelb.edu.au/strategy-and-leadership)
The University is at the forefront of Australia’s changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University’s global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University’s research strategy Research at Melbourne: Ensuring Excellence and Impact to 2025 aspires to a significant advancement in the excellence and impact of its research outputs.

http://research.unimelb.edu.au/our-research/research-at-melbourne

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia’s ‘place’ in the Asia-Pacific region and the world, and on our ‘purpose’ or mission to improve all dimensions of the human condition through our research.

- Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the ‘convergence revolution’ of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.

- Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

5.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at http://www.unimelb.edu.au/governance