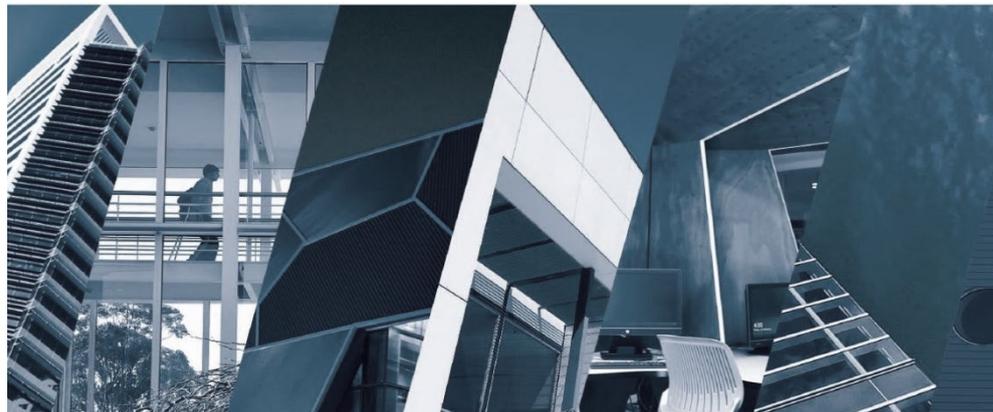


## Position Description



Position title:	Media Manager
School/Directorate/VCO:	Corporate Communications
Campus:	Mt Helen Campus. Travel between campuses may be required.
Classification:	Within the HEW 9 Level
Time fraction:	Full-time
Employment mode:	Continuing
Further information from:	Kara Douglas Director, Corporate Communications and Government Relations email: <a href="mailto:k.douglas@federation.edu.au">k.douglas@federation.edu.au</a>
Recruitment number:	849551

### Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest tertiary institutions, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our university and TAFE campuses in Ballarat, Berwick, Brisbane, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, as well as a growing Brisbane base, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

### Directorate

The Corporate Communications and Government Relations Portfolio in the Office of the Vice-Chancellor provides corporate communications and government relations leadership and support for the Vice-Chancellor, senior executives and other key staff in the University.

**Position summary**

Leading the university's media team, this position works closely with the Vice-Chancellor and President, and senior executive team, providing responsive high-level strategic communications advice to enhance and protect the university's reputation at a regional, national and international level.

The Media Manager is required to analyse complex information to prepare strategic communications and messaging on behalf of the Vice-Chancellor and President, and senior executive team in a deadline driven environment. The Media Manager is also required to understand strategic, community and political sensitivities when providing advice and preparing strategic communications on behalf of the university community.

The Media Manager leads and manages the Media and Communications team across all campuses

**Key responsibilities**

1. Provide responsive, proactive strategic communications advice to the Vice-Chancellor and President, and senior executive team.
2. Manage all communication sources related to the Vice-Chancellor and President's public profile and the University's reputation including social media, speeches and opinion-editorial pieces.
3. Lead the development and implementation of strategic communications plans, policies and procedures for the senior executive team and the university community at a regional, national and international level.
4. Lead and manage the day-to-day functions of the media and communications team.
5. Develop and implement on-going media training, mentoring, advice and support to the senior executive team and other nominated media spokespersons of the university community.
6. Build relationships and work collaboratively with Schools and Directorates across the university in providing strategic media and communications advice, including the execution of media plans, policies and procedures.
7. Develop and implement protocols to proactively manage media relations with internal and external stakeholders, produce media releases, media plans, media talking points and creating interesting media opportunities to increase positive media coverage of the University.
8. Address and manage reactive media relations activities, including responses that are timely, strategic and manage the university's reputation.
9. Develop and maintain a media calendar, up-to-date media contacts and relationships with key journalists and media outlets.
10. Manage the media monitoring service to ensure effective media use, including key word refinement and the production of analytics reports and a daily media summary
11. Contribute and collaborate with other members of the Corporate Communications team to deliver coordinated, effective and strategic communications in line with the university's Communications Strategy.
12. Lead, develop and manage various communication projects and monitor community and media perceptions and reactions.
13. Reflect and embed the University's principles, objectives and strategic priorities when exercising the responsibilities of this position. For a more complete understanding and further information, please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.
14. Undertake the responsibilities of the position adhering to:
  - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
  - Equal Opportunity and anti-discrimination legislation and requirements;



- the requirements for the inclusion of people with disabilities in work and study;
- Occupational Health and Safety (OH&S) legislation and requirements; and
- Public Records Office of Victoria (PROV) legislation.

### **Level of supervision and responsibility**

The Media Manager works under the broad direction of the Director, Corporate Communications with a considerable degree of autonomy. The position is responsible for managing media relations and providing strategic and responsive communications advice to the Vice-Chancellor and President, and senior executive team that enhances the university's profile and reputation.

The Media Manager is required to perceive emerging media issues, analyse complex information and prepare communications and key messaging to be delivered by or disseminated on behalf of the Vice-Chancellor and President, senior team and other key stakeholders. The position is also required to understand strategic, community and political sensitivities when providing advice and preparing all forms of communications to promote or contain a situation.

The Media Manager is required to provide open, frank and responsive advice to the Vice-Chancellor and President, which at times may differ in professional opinion and require diplomatic persuasion.

ge number of partners. The Director, University Library is expected to exercise superior problem-solving skills.

### **Training and qualifications**

A postgraduate qualification and extensive relevant experience; or extensive experience and proven management expertise; or an equivalent combination of relevant experience and/or education/training.

### **Position and Organisational relationships**

The Media Manager reports to the Director, Corporate Communications and has frequent contact with the Vice-Chancellor and President and other members of the executive leadership. The position manages the Media and Communications team across all campuses.

The position plays a key role in communicating the Vice-Chancellor and President's direction and vision for the university and ensuring staff are engaged. The Media Manager is required to work autonomously and as part of a team on a variety matters, events and projects often with conflicting timelines and deadlines.

The Media Manager is also expected to develop positive relationships and networks with key external stakeholders from government and non-government agencies local and national media outlets with an understanding of the political and community sensitivities that will impact on the reputation of the University.

**Key selection criteria**

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. A postgraduate qualification and extensive experience; or extensive experience and proven management expertise; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated understanding and experience in public relations/communications with demonstrated professional communications writing skills with attention to detail for the drafting of speeches, reports, presentations, internal newsletters and other internal and external communications on behalf of executive leaders.
3. Demonstrated interpersonal skills, including the ability to liaise with a diverse range of people and to establish working relationships with all stakeholders across all levels.
4. Demonstrated verbal communication skills, including the ability to influence at a senior executive level.
5. Demonstrated understanding of political sensitivities with the proven ability to maintain confidentiality and consider and manage sensitive matters diplomatically and discreetly.
6. Demonstrated organisational skills, including the ability to manage multiple tasks and projects within tight timelines and competing deadlines.
7. Demonstrated ability to utilise initiative, exercise independent judgement and make timely responsive decisions as appropriate.
8. Demonstrated understanding of a range of media and social media platforms including the ability to maximise the uses for consistent messaging.
9. Willingness to work after hours and/or weekends from time to time and to travel between other campuses as required.
10. Demonstrated alignment with the University's commitment to child safety.

***The University reserves the right to invite applications and to make no appointment.***

*It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.*