Position Description

Senior Media and Brand Advisor

Classification	Band 7	**Position Code**	*WAP code*
Department	Public Affairs	**Directorate**	Customer and Corporate Affairs
Approved FTE	0.9 FTE	**Date Reviewed**	August 2026
Location	Town Hall (with hybrid option)		
Reports to	Coordinator Communications		
Direct Reports	Graphic Design and Brand Advisor		

Our Values

Collaboration	Respect	Service Excellence	Integrity	Innovation
Working better together	Being understanding and considerate	Delivering for our customers	Being open and honest	Expressing ideas and adding value

About the Role

The Senior Media and Brand Advisor plays a key leadership role in shaping and strengthening Glen Eira City Council's media, brand and communication approach. The role is responsible for supporting the delivery of Council's media, brand and communications objectives through the provision of high level advice, coordination and implementation of initiatives that promote a high-quality and consistent approach across Council. It ensures Council's communications are aligned to organisational priorities, effectively manage reputation and are delivered in a way that builds trust with the community.

Working closely with the Manager Public Affairs, Coordinator Communications and Executive team, the position provides strategic advice on media and reputational matters, proactively builds Council's media profile and supports a mature, insight-led approach to communications across the organisation. The role leads initiatives that strengthen Council's brand, including the development and governance of brand strategy, visual identity and content standards, and ensures alignment across publications, digital channels and corporate communications.

The position is also responsible for building capability across Council, including designing and delivering programs to support effective media engagement, strong messaging and consistent application of Council's brand and communications standards. The Senior Media and Brand Advisor operates as a senior practitioner, focused on strategy, governance, capability and influence, and contributes to the continuous improvement and integration of Council's communications function.

Key Responsibilities

Strategic media leadership

- Contribute to the development and implementation of Council's media strategy, including positioning, reputation management and alignment to organisational priorities
- Build and maintain strategic relationships with key media outlets, journalists and influencers to proactively position Council across metropolitan, industry and community channels
- Provide high level advice and recommendations on high-risk, sensitive or complex media matters, supporting informed decision-making by the Coordinator Communications, Manager Public Affairs and Executive team.
- Facilitate media training, coaching and briefing sessions for Councillors, Executive leaders and authorised spokespersons to strengthen media readiness, spokesperson capability and effective representation of Council.

Brand strategy and governance

- Support the development, review and ongoing evolution of Council's brand, including visual identity, tone of voice and brand architecture
- Establish and maintain corporate design and publication standards for Council's strategies, plans and major documents, creating a consistent and scalable approach to document structure, visual presentation, accessibility and user experience
- Provide strategic oversight of graphic design and brand processes, ensuring alignment between organisational priorities and design execution
- Guide and support brand and design functions to strengthen the application and impact of Council's brand across all channels

Communications system oversight

- Monitor and provide advice on the effectiveness, positioning and performance of Council's publication and design work, ensuring alignment to organisational objectives
- Lead the development and embedding of strategic brand narratives across the organisation on key organisational priorities.
- Support a coordinated and integrated approach across media, publications, digital and corporate communications
- Monitor trends, performance and audience insights to inform continuous improvement and innovation in Council's communications approach

Capability uplift and organisational influence

- Contribute to the design and delivery of a comprehensive media and communications capability program for Councillors, Executives and other relevant staff
- Strengthen organisational capability in media engagement, messaging, plain English writing and brand application through structured training, coaching and guidance
- Provide strategic advice on communications approaches and quality to ensure consistency and alignment with Council priorities

Leadership and advisory

- Act as a trusted senior advisor on media, brand and communications strategy, contributing to organisational decision-making and risk management
- Contribute to the leadership and continuous improvement of the Communications function, with a focus on integration, governance and maturity of practice

- Model and embed best practice across media, brand and communications to support a high-performing, strategic Public Affairs function
- Lead and mentor a small team of direct reports

Other Duties

- Perform other duties as directed to support the objectives of the department and Council.
- Occasional work outside standard business hours required to support Council priorities, including attendance at key meetings, events or media-related activities.

Key Selection Criteria

- Extensive experience in a senior media, communications or brand role within a complex organisation, with a strong track record of delivering strategic outcomes.
- Tertiary qualification in communications, media, public relations, marketing or a related discipline.
- Demonstrated ability to develop and implement media, brand or communications strategies that align to organisational priorities and respond to a dynamic external environment.
- Highly developed ability to provide strategic advice and influence decision-making, particularly in relation to reputational risk and communications strategy.
- Proven experience building and maintaining strategic relationships with key internal and external stakeholders, including media, industry partners and senior internal stakeholders.
- Demonstrated capability to lead and embed organisation-wide frameworks, standards or initiatives that drive consistency, quality and continuous improvement.
- Strong ability to design and deliver capability uplift initiatives, including training, coaching or guidance that builds organisational skills and confidence.
- Demonstrated capacity to operate effectively in complex, politically sensitive and high-profile environments, applying sound judgement and professionalism.
- Highly developed analytical and strategic thinking skills, including the ability to interpret data, identify trends and inform future direction.
- Highly developed written and verbal communications skills.

Who you will be working with

Internal relationships	• Manager Public Affairs, Coordinator Communications, Communications Advisors, Public Affairs Support Officer and broader Public Affairs team • Executive, Councillors, Senior Leadership Group and business units across Council
External relationships	• Key media stakeholders, journalists and industry contacts. • External suppliers, including design, branding and communications specialists

What we are all responsible for

Health, Safety and Wellbeing: We contribute to a workplace that is physically and psychologically safe for ourselves and others. This includes adhering with relevant policies, procedures, legislation and risk

management practices. We act in accordance with these requirements and contribute to a positive and proactive safety culture.

Diversity, Equity and Inclusion: We foster an inclusive, respectful, fair and welcoming workplace for all. Inclusion and belonging are central to our culture and guide how we work together. Every individual has the right to feel safe, heard, valued and supported. We value diversity and actively create pathways for all employees to participate, contribute and grow.

Child Safeguarding: We foster a strong child safeguarding culture through the consistent application of our policies and procedures. We actively uphold these requirements, including our Child Safeguarding Policy and Child Safeguarding Code of Conduct, to prevent, report and respond to child abuse and harm.

Sustainability: We play an active role in responding to the climate emergency and raising awareness to support a sustainable, safe and health future for us all. We embed climate change action in everything we do.

Fraud and Corruption: We contribute protecting Council by adhering to the Risk Management Framework and Policy, the Fraud and Corruption Policy and Fraud and Corruption Control System.

Local Government requirements

Accountability and Extent of Authority

- Accountable for the quality, delivery and effectiveness of Council's media, brand and communications approach
- Responsible for supporting the implementation and consistent application of approved frameworks, standards and governance that guide communications practice across the organisation
- Accountable for ensuring Council's communications approach aligns with organisational priorities, reputational considerations and community expectations
- Provides advice to senior stakeholders, including Executive and Councillors
- Operates with a high degree of autonomy within approved strategies, policies and organisation priorities,
- The freedom to act is governed by policy, legislation and organisational objectives, requiring interpretation and application in complex and often ambiguous environments.

Judgement and Decision Making

- Applies high-level judgement to complex, sensitive and high-risk communications matters, considering reputational, political and community impacts
- Makes sound, evidence-based decisions in situations where information may be incomplete or ambiguous
- Analyses trends, risks and emerging issues to inform proactive and strategic responses
- Exercises discretion and sound judgement when advising senior stakeholders and influencing organisational direction
- Uses a strategic and political lens when evaluating options and making recommendations.
- Makes decisions and recommendations under broad direction, guidance is not always available within the organisation.

Compliance and Conditions of Employment

Conditions of employment are in accordance with Councils policies, procedures and Code of Conduct.

Position Description

This role will require the following compliance checks:	• National Police Check • Valid working rights within Australia • Pre-employment Health Declaration • Working with Children Check (Employee)