Position Description

Title: Media Adviser
HEW Level: Level 7

Faculty/Office: Group Marketing

Department/Team: Communications Team
Date: November 2018

Position Purpose: To implement communication plans and initiatives aimed at protecting and promoting the reputation of the University, particularly to external/media audiences.

ORGANISATIONAL CONTEXT
The Office of the Deputy Vice-Chancellor (DVC), Engagement is accountable for achieving the strategic goals for the University with regard to corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:

- Group Marketing who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.

- The Office of Advancement who lead and support the University’s fundraising and alumni relations endeavours.

- Corporate Engagement who identify, develop and grow relationships with local, national and international corporate partners to support University goals.

- Future Students who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

The Communication Team provides advice and guidance on effective internal and external communication strategies, manages the University’s reputation in the media as well as with key stakeholders and develop and deliver communication plans (messaging, audiences and channels).

ORGANISATION CHART
### KEY ACCOUNTABILITIES

- Implement communication strategies aimed at protecting and promoting the reputation of the University, particularly to media and external audiences.
- Research, write and distribute media releases on research, learning and teaching and community engagement activities.
- Develop content as appropriate for audiences and channels (external and internal), including drafting newsletter articles, posts for social media and any other content as required.
- Provide expert advice and support to key clients on handling communication with media and industry and government entities as required.
- Build and manage relationships with key clients.
- Consult with the Issues and Media Manager and wider communication team on sustaining partnerships with media channels, editors and journalists to enable the University to be heard and play a visible role in national conversation.
- Monitor the University’s media coverage and measure and report on its impact, both domestically and internationally against defined metrics.
- Contribute to the implementation of processes to mitigate adverse media events to protect the University’s reputational capital.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

### POSITION CONTEXT

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<thead>
<tr>
<th>Reports to:</th>
<th>Issues and Media Manager</th>
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<tbody>
<tr>
<td>Positions Reporting to:</td>
<td>Direct: N/A</td>
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<tr>
<td></td>
<td>Indirect: N/A</td>
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<tr>
<td>Key Direct Clients:</td>
<td>• Executive Group</td>
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<td></td>
<td>• Heads of Office, Heads of Dept., Senior Managers</td>
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<td></td>
<td>• Directors</td>
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<td></td>
<td>• Other external contacts i.e. media</td>
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<tr>
<td>Other Key Relationships:</td>
<td>• External media agencies</td>
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<td></td>
<td>• Immediate team members</td>
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<td>• Other staff members in other offices or departments</td>
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<td></td>
<td>• MQ staff in general</td>
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<td>Budget Accountability:</td>
<td>• N/A</td>
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<td>Role-specific Conditions:</td>
<td>• Out of hours contact as required.</td>
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<td>Scope and autonomy</td>
<td>Develops and modifies processes, procedures, systems and/or techniques for the work area and/or contributes to the development of University-wide systems, processes and procedures.</td>
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<td>Problem solving</td>
<td>Analyses, designs and develops a range of alternatives and then uses expertise to decide on or recommend the best course of action.</td>
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**CAPABILITY FRAMEWORK**

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<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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**COMPETENCIES**

- **Planning and Execution**: Managing time and resources to complete tasks and achieve objectives.
- **Quality Focus**: Ensuring accuracy and quality when completing tasks.
- **Change Focus**: Adapting to new situations and dealing with change.
- **Communication**: Effectively grasping and conveying ideas and concepts to others.
- **Service Focus**: Making students, staff, key contacts and their needs a priority.
- **Relationship Management**: Establishing effective working relationships with others.
- **Influence and Persuasion**: Gaining other people’s buy-in and engaging their support.
- **Setting Expectations**: Stating clearly what is expected from others, clearly expressing ideas, and maintaining a precise and constant flow of information.

**ATTRIBUTES**

- **Creativity**: Questioning the status quo and suggesting non-traditional or original ideas and solutions.
- **Interpersonal Impact**: Making a positive impression on others in a range of interpersonal contexts.
- **Initiative**: Taking action, on own accord, to address problems and prevent them from reoccurring.
- **Flexibility**: Responding effectively to unexpected or changing circumstances.
- **Reliability**: Meeting commitments and responsibilities.
### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree or equivalent experience in communication, marketing or related discipline.
- Understanding of stakeholder management, the media landscape.
- Computer skills including Microsoft Office and internet.
- Science background desirable.

### KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Building relationships and networks, including solid influencing and engagement skills.
- Writing communication content across various channels and for a wide variety of audiences in a fast-paced environment.
- Experience developing and implementing communication and engagement plans, including the identification of key stakeholders and target audiences.
- Working with external suppliers.
- Dealing with media agencies.
- Editing and proofreading skills.

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of office’s functions and structure.
- Knowledge of office’s policies, systems, processes and procedures.
- Knowledge of how the University works and how relevant functions across the University interrelate.