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POSITION DESCRIPTION

Media and Communications Coordinator

Position Level	Level 6
Faculty/Division	Business
Position Number	ADMIN ONLY
Original document creation	08/05/ 2023

Position Summary

The **Media and Communications Coordinator** will be primarily responsible for creating content, liaising with media and raising brand awareness of the Centre for Social Impact (CSI) UNSW. In this role you will work with researchers and academics and the national communications team to help promote the centre's activities and assist with public facing engagement opportunities.

Critical to the success of this role is the ability to build and strengthen relationships with local media, key stakeholders and collaborate effectively across the CSI network.

The Media and Communications Coordinator will report to the CSI Director, with a dotted reporting line to the National Director of Communications. This role has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Draft accurate and engaging media releases, web content and social media stories promoting positive brand awareness for the Centre for Social Impact UNSW (CSI UNSW).
- Be a key point of contact for CSI UNSW media enquiries, arrange interviews and build strong relationships with journalists, positioning CSI as a national leader in the social impact sector.
- Work with the National Director of Communications to identify, initiate and drive story ideas from concept to final product. This includes pitching feature stories to mainstream and specialised media.

- Assist in the promotion of the centre's research and educational activities by means of planned and opportunistic stories, as well as facilitating expert commentary and Op-eds in a range of print, radio, TV and online media channels.
- In collaboration with the communications teams at CSI UWA, CSI Swinburne and CSI Flinders, create and prioritise social media content for LinkedIn, Twitter, Instagram, YouTube and Meta, on a daily basis.
- Assist in the promotion of CSI UNSW courses across digital marketing platforms, to help drive engagement and boost enrolments.
- Assist in the translation and formatting of research reports and the development of video summaries of findings.
- Update and maintain the CSI UNSW website content.
- Contribute to CSI's monthly newsletter, ensuring content is fresh, engaging and of the highest standard.
- Assist in the creation and production of branded infographics, shorts and simple video content to be used across our digital platforms.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#)
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health & safety of yourself or others.

Skills and Experience:

- A degree in a relevant discipline and subsequent experience, or; an equivalent level of knowledge gained through any combination of education, training and experience.
- Proven experience as a media liaison, with ability to write compelling media releases, and demonstrated success generating content that features in mainstream media.
- Proven ability to initiate and maintain effective stakeholder relationships and possess a portfolio of existing media contacts and established relationships with journalists, preferably across all media platforms.
- Demonstrated experience producing website content, with an understanding of Google Analytics, CMS and SEO.
- Excellent written and verbal communication skills with the ability to manage stakeholder expectations and achieve successful outcomes.
- High level attention to detail to ensure accuracy, consistency and the ability to enhance and bring media content to life.
- Understanding of target audiences, with an effective writing style and ability to deliver high-impact messaging to key audiences.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.