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POSITION DESCRIPTION

Media and Communications Coordinator

Faculty/Division	Business
Classification Level	Professional 6
Hours & Span (Category)	G - Administrative, Clerical, Computing, Professional & Research Staff
Position number	Admin only
Shiftwork status	NOT SHIFTWORKER
Allowances	N/A
On call arrangements	N/A
Original document creation	30 January 2023

Position Summary

The **Media and Communications Coordinator** will be primarily responsible for creating content, translating research, liaising with media and raising brand awareness of the Centre for Social Impact (CSI) UNSW. The position works with researchers and academics 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, and key internal and external stakeholders. This role will also need to engage with the national communications teams and collaborate effectively across the CSI network when required.

The Media and Communications Officer will be based in Sydney and report to CSI UNSW Director. 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).
- Act as 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.

- 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 via planned and opportunistic stories as well as facilitating expert commentary and Op-eds in a range of print, radio, TV and online media channels.
- Assist the Director and Education Director in the promotion of CSI UNSW courses across digital marketing platforms, to help drive engagement and boost enrolments. This includes developing student experience stories and profiles of faculty teaching innovations and engagement.
- Assist the Director and Research & Innovation Director in the translation and formatting of research reports and the development of video summaries of findings. This includes working with chief investigators to prepare non-academic outputs such as web summaries, news articles, media releases of research findings.
- Update and maintain CSI UNSW website content.
- 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.
- Contribute to CSI's monthly newsletter, ensuring content is fresh, engaging and of the highest standard.
- Assist in the creation and production of shorts and simple video content to be used across our digital platforms.
- Align with and actively demonstrate the [Code of Conduct and Values](#).
- 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 psychosocial or physical health and 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.
- Possess a portfolio of existing media contacts and established relationships with journalists, preferably across all media platforms.
- Demonstrated experience producing website content. An understanding of Google Analytics, CMS and SEO is desirable but not essential.
- Excellent written and verbal communication skills and with the ability to manage stakeholder expectations to 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. Understanding of higher education sector desirable but not essential.

- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.

Pre-employment checks required for this position

- Verification of qualifications

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.