

# POSITION DESCRIPTION

External Relations  
University Services

## Media Advisor, Medicine and Health

<b>POSITION NUMBER</b>	0037329
<b>PROFESSIONAL CLASSIFICATION STANDARD/SALARY</b>	PCS 7 - \$85,189 - \$92,216 per annum
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>EMPLOYMENT TYPE</b>	Full time (1 FTE) continuing position
<b>HOW TO APPLY</b>	Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Rebecca Scott Tel +61 3 8344 0181 Email <a href="mailto:rebeccas@unimelb.edu.au">rebeccas@unimelb.edu.au</a> <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:  
<http://about.unimelb.edu.au/careers>

## THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

## UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

## EXTERNAL RELATIONS

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales and marketing solutions for faculties, graduate schools and Chancellery.

### ABOUT THE ROLE

#### Position Summary:

The Media Advisor, Medicine and Health will work with the University of Melbourne's schools, research centres, institutes and partners located throughout the Parkville medical precinct and beyond. The advisor will identify opportunities for media outreach and respond to incoming media queries, aligning action and responses with the University's brand position and strategic aims. Reporting to the Media Manager, the role will develop and maintain effective working relationships with key stakeholders to ensure high quality strategic advice and service delivery.

#### Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Significant

Judgement: Significant

Operational context: University wide

OH&S and compliance: All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>. Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

#### Core Accountabilities:

- Provide high-level advice to staff and stakeholders at all levels on dealing with the media, with a focus on providing excellent communication outcomes;
- Act as an effective triage point and guide in supporting staff and stakeholders at all levels who may be required to respond to media interest
- Excellent knowledge and contacts in local and international media across all platforms, especially in medical and health publishing;
- Develop and then implement high-level media strategies;
- Identify and develop stories that will positively position the University of Melbourne in all media and which are aligned to the University's strategic aims;
- Write and pitch high-quality media releases that engage the media in a positive manner and gain traction;
- When required, write for *Pursuit*, the university's flagship multi-media publication;

- Develop and maintain excellent working relationships across a range of internal and external stakeholders;
- Respond to incoming media queries and ensure responses and/or actions are aligned to the University's core values, strategy and brand position.
- Contribute to the day-to-day upkeep of the University's news website and media-focused social media account.
- Contribute to media and communications strategies across External Relations, Chancellery and Academic Services.
- When opportunities arise, work alongside colleagues from across digital, content and marketing areas to develop 'media ready' packages that can be rolled out via a number of platforms.
- Ensure compliance under the University's Risk management framework including OHS, legislation, statutes, regulations and policies.

### **Selection Criteria:**

#### **Education/Qualifications**

1. The appointee will have a degree with relevant experience; or extensive experience and broad knowledge of the field; or an equivalent combination of relevant professional experience and/or education and training.

#### **Knowledge and skills:**

2. Proven track record of deep understanding and knowledge of medical and health-related research topics, issues, trends and policy.
3. Demonstrated ability to develop, understand and contribute to a successful media strategy.
4. Ability to provide media and communications advice across complex organisations and to staff of varying levels of seniority.
5. Ability to develop and maintain positive working relationships with stakeholders. Ability to monitor and report on media outcomes.
6. Understanding of and demonstrated ability to work with social media.
7. Ability to identify, write and channel media stories.
8. Ability to confidently liaise with media on behalf of an organisation.
9. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.

### **Other job related information:**

Frequently work out of ordinary hours responding to media enquiries.