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| **Position Description** |

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| **Manager, Media and Communications** | |
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| **Position No:** | NEW |
| **Department:** | Media and Communications |
| **School:** | Marketing and Recruitment |
| **Campus/Location:** | Bundoora |
| **Classification:** | Higher Education Officer Level 9 (HEO9) |
| **Employment Type:** | Continuing, Full-Time |
| **Position Supervisor:**  **Number:** | Director, Media and Communications  50021226 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

**For enquiries only contact:**

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| **Position Description** |

**Manager, Media and Communications**

**Position Context**

The Division of Marketing and Recruitment is responsible for raising the public profile of La Trobe University and for attracting and growing the number of students. In particular, the division is charged with:

* Supporting the University to meet domestic and international student load targets;
* Developing strong brand recognition and a positive reputation;
* Strengthening the integration of marketing and communication activity;
* Increasing and diversifying the territories from which we attract students;
* Developing effective ways to engage with prospective students and the community at large about the university and its programs.

Units within the Division include Marketing and Brand Strategy, Media and Communications, Market Research, Digital Marketing, Events and National Recruitment.

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

The Media and Communications unit sits in the Division of Marketing and Recruitment and is responsible for public affairs, media liaison, reputation building, content creation, crisis communications and internal communications.

Reporting to the Director, Media and Communications, the primary purpose of the position is to provide high quality expert advice and strategic support on a range of activities in a complex specialized environment. This includes:

• Developing innovative, engaging and informative content for both traditional and new media channels in order to maximise positive coverage of La Trobe University’s people, ideas, activities and priorities, as well as minimise negative coverage.

• Designing and implementing cross platform strategic communication strategies that support and reinforce the University’s key goals and themes outlined in the University’s Future Ready strategy by working closely with La Trobe administrative staff, educators and researchers.

**Duties at this level may include:**

Develop a consistently high-standard of informative, accurate and engaging content, such as media releases, opinion pieces, key messages, features and messages for new and traditional media on University activities, people and ideas.

* Assist the Deputy Director to provide leadership across the University in best practice corporate communications, earned media, issues management and the design and execution of cross platform communication strategies and projects.
* Develop and implement cross channel communications strategies to drive earned media coverage.
* Lead the day-to-day operation of the media team in conjunction with the senior media staff, as well as manage relationships with key external contactors and suppliers, in order to make a significant contribution to the output of the University-wide media relations programs that promote and build the core strengths and brand values of the University to key audiences.
* Assist in the leadership of the establishment and maintenance of strong working relationships and the provision of expert advice and support to a range of internal stakeholders within the division, as well as senior executives, heads of school, heads of department, researchers and administration staff in order to identify areas of promotion and/ or risk.
* Assist in the leadership of maintaining strong relationships with working journalists and media thought leaders at a local, state and national level.
* Work closely with members of the Media and Communications teams and other teams within the Marketing and Recruitment Division on shared goals and specific projects as requested.
* When required, act as the Deputy Director of Media and Communications.
* Undertake project management duties in accordance with University processes and requirements and ensure project outcomes are aligned to strategic organisational goals.
* Provide oversight to Marketing and Recruitment projects/programs ensuring governance requirements are adhered to.
* Other duties or projects as directed.

**Key Selection Criteria:**

* A degree in media, public relations or communications (or equivalent experience). A substantial number of years experience as a journalist, Public Relations or communications practitioner.
* Excellent written and verbal communication skills including strong writing, story construction and editing skills across a wide range of communication channels. Demonstrated ability to understand and synthesize complex ideas into simple, clear copy.
* Demonstrated ability to establish and maintain sound working relationships internally and externally and to communicate effectively on a range of sensitive and complex issues.
* Demonstrated ability to operate effectively in a complex and political environment and balance a range of priorities and expectations.
* Proven connections to working journalists and experience in both resolving media queries and pitching story ideas.
* Strong interpersonal skills including ability to negotiate, motivate, influence and build relationships.
* Demonstrated experience working with and influencing senior management.
* Demonstrated experience managing and controlling budgets/resources/funding and an understanding of financial management procedures.
* Demonstrated experience developing innovative solutions and contributing to strategic planning.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* We are Connected:  We connect to the world outside — the students and communities we serve, both locally and globally.
* We are Innovative:  We tackle the big issues of our time to transform the lives of our students and society.
* We are Accountable:  We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* We Care:  We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: Date: