

## POSITION DESCRIPTION – TEAM MEMBER

Position Title	Media Adviser	Department	Engagement and Support – Marketing & Communications
Location	Melbourne, Sydney, Adelaide or Brisbane	Direct/Indirect Reports	N/A
Reports to	Media Manager	Date Revised	May 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5		
Evaluation	HRC0021628		

### • Position Summary

Media Advisers play a critical role in ensuring that the brand of Australian Red Cross is highly recognised and respected in the Australian community, protecting the organisation's reputation, and supporting public advocacy on issues such as emergency management, social inclusion and international humanitarian law.

### • Position Responsibilities

#### Key Responsibilities

- Develop and implement the media strategy for major organisational campaigns
- Work with departments such as Emergency Services and Community Programs to develop effective, strategic approaches to maximise positive media coverage
- Find and pitch powerful, human-centred stories to news outlets, in line with Red Cross' strategic outcomes. Feed story leads back to the Communications Team.
- Monitor the news cycle, identify opportunities and risks, and develop ways to respond. In addition, develop a daily media summary
- Maintain relationships with journalists and respond promptly to media enquiries
- Use judgement to decide how best to respond to media enquiries, and proactive and reactive opportunities, including shaping an appropriate organisational response
- Prepare media collateral including media releases, briefing packs, statements and opinion pieces. Work with the communications team to provide stills and vision to media as required
- Provide media advice and training to Red Cross spokespeople. Guide and influence spokespeople to be effective, powerful communicators and ambassadors for Red Cross
- Shape complex advocacy messages into clear, media-friendly statements and soundbites
- Work as part of an on-call roster to respond to media enquiries, emergencies and crises
- Participate in cross-directorate teams, including disaster response, campaign development and field content teams, as required
- Where required, collect story elements – interviews, still images and video, program data and statistics – to create story packages that can be adapted for a range of products, channels, audiences and purposes

The role will need to undertake additional work as required and respond to organisational priorities such as disaster response – which will require additional duties outside of working hours.

## • Position Selection Criteria

### Technical Competencies

- Considerable experience working with media outlets (print, radio, television, digital), responding to media enquiries and briefing spokespeople
- Solid understanding of the media landscape in Australia, including new and digital media
- Demonstrated ability to identify and write media-ready stories and messaging for spokespeople
- Strong diplomatic and persuasive skills, with proven ability to build trust and rapport with a diverse range of people across multiple locations
- Demonstrated ability to influence and guide colleagues to speak and write simply, clearly and effectively
- Proven ability to work to deadlines and perform in high-pressure situations

### Qualifications/Licenses

- Tertiary qualification in journalism, communications, media, marketing or a related field

### Behavioural Capabilities

- **Personal effectiveness | Solving problems** | Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.
- **Personal effectiveness | Managing my behaviours** | Demonstrated track record in managing emotions and behaviours and understanding their impact on others. Ability to self-monitor and make improvements to manage own performance.
- **Team effectiveness | Collaborating** | Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Team effectiveness | Communicating** | Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Managing risk** | Demonstrated ability to work within guidelines, policies and procedures. Awareness of risks involved in an individual's role and works toward minimising their impact.

## • General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:  
**Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality**
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements

- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters