

Position Description

Senior Media Coordinator



Faculty/Portfolio	Office of the Vice-Chancellor
School/Centre	Media Relations and Corporate Communications
Basis of Employment	Full-time (36.75 hours per week) and continuing
Primary Location of Work	Melbourne Burwood Campus
Classification	HEW 8
Reporting Line	Media and Corporate Affairs Manager

ABOUT DEAKIN

Deakin University is proud to be recognised as an organisation that offers a friendly, supportive and challenging working environment. Our staff are committed to making a genuine difference to people's lives through excellence in education and research. We acknowledge the importance of providing a dynamic and diverse working environment and offer variety in day-to-day roles as well as professional development opportunities to assist staff to grow and progress their careers. Deakin University staff have the opportunity to interact with colleagues from a diverse range of cultures and professional backgrounds, all of whom share a common interest in lifelong learning.

Deakin is Australia's sixth largest university and ranks first in Victoria for both student satisfaction and graduate employment. Deakin operates five campuses; the Cloud Campus, Melbourne Burwood Campus, Geelong Warrnambool Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne's CBD, and at the Burwood, Waterfront and Warrnambool campuses, as well as offices in South Asia, China, Indonesia, Latin America, Europe, Malaysia, Vietnam, Pakistan and Singapore.

WHY WORK FOR OUR UNIVERSITY?

[Benefits of working at Deakin](#)

[Deakin's Strategic Plan – LIVE Agenda](#)

DEAKIN'S PROMISE TO EQUITY, DIVERSITY AND INCLUSION

At Deakin we value diversity, embrace difference and nurture a connected, safe and respectful community. Deakin is an Employer of choice for Gender Equality, a proud member of the SAGE Athena SWAN program seeking gender equity for Women in STEMM, and a Gold award holder in the Australian Workplace Equality Index for LGBTI inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sex and genders.

deakin.edu.au/about-deakin/careers-at-deakin



POSITION OVERVIEW

The primary purpose of the Senior Media Coordinator is to uphold Deakin's public reputation by applying strategic and hands-on media and communications expertise; and to establish and nurture relationships with national, state and local media including online and professional publications.

The role is central to and directly supports the Deakin Media Unit and the Manager to improve the quality of Deakin's proactive and reactive media coverage by planning, coordinating, creating, and delivering positive media stories and outcomes. The incumbent may also be called upon to manage visits by stakeholders from domestic and international government departments, councils and industries. The Senior Media Coordinator will combine a strong internal collaborative focus and superior writing skills with a deep understanding of the Victorian and national media, to maximise the impact of the University's current and future channels – both traditional and digital – while leading staff as required.

Key Relationships:

Internal	<ul style="list-style-type: none">• This senior position within the team reports to the Manager, Media and Corporate Affairs, and works closely with the Director, Media Relations and Corporate Communications.• Within the University, the position may liaise with the Vice-Chancellor's Office and Senior Executive; along with a range of academic, corporate and administrative staff from Portfolios, Faculties, Divisions and Institutes, on any matters relating to media.
External	<ul style="list-style-type: none">• The position works frequently with state and national senior media (print, radio, online and TV) journalists and staff, as well as occasional liaison with government, industry and other organisations.• The position will project manage media suppliers or media monitoring systems to enable sourcing, analysis and reporting of media and corporate affairs content.

PRINCIPAL RESPONSIBILITIES

- Uphold Deakin's public reputation across media channels by applying strategic and operational expertise
- Establish and nurture relationships with national, state and local media including online and professional publications
- Directly support the Manager to improve the quality of proactive and reactive media coverage in-line with the University's goals, by planning, coordinating, creating, and delivering positive media stories and outcomes
- Directly support the Manager with corporate affairs issues and enquiries
- Mentor and coach team members through their personal and professional development
- Co-lead the development and delivery of media and public speaking (in the media context) training workshops as required, and implement other University media policies
- Combine a collaborative focus and superior writing skills with a deep understanding of the Victorian media, to maximise the impact of the University's current and future channels – both traditional and digital – while leading staff as required
- Apply organisational knowledge, sensitivity and judgement to build and maintain co-operative relationships at all levels across Deakin to provide strategic media counsel and tailored support
- Assist the Manager and team members to develop and review an effective and agile Media Unit strategy and work plan that aligns with the University's goals

KEY DUTIES

- Partner with decision-makers across Deakin to create and implement strategic media plans and distribution schedules
- Collaborate as a senior team member to coordinate and advise on workflow and resources; and assess and advise team members of opportunities in the current and emerging media cycle
- Help manage multi-faceted relationships between Deakin and the media, both reactively and proactively; understand the media environment; think strategically and see media opportunities for Deakin and act on them
- Coordinate and proactively respond to media inquiries in a highly effective and timely manner
- Support the Manager to coordinate and respond effectively to corporate affairs issues and enquiries

- Create thought leadership strategy based on thorough analysis of the University and client's reputation and profile as a thought leader in key areas relevant to current affairs, the public interest, University's vision and positioning
- Provide advice on media messaging and approaches to clients, and escalate issues when required
- Monitor emerging media trends and topics that may be related to initiatives within the LIVE strategy
- Support emergency on-call crisis communication, particularly media and social media tasks
- Work across the University to plan, coordinate, create and deliver regular media coverage through media releases, media alerts, editorial, media statements, media responses, media coordinations, and digital content, web updates and assist with other press briefings as required.
- Regularly interview Deakin staff and prepare content for release; pitch or place stories with media; provide editorial support for other areas; manage media events and activities; and provide high-level media advice across the University
- Conceive your own story ideas and deliver regular, positive media coverage across channels
- Deliver quarterly media reports, and be part of the team's rotating roster for daily media monitoring

ABOUT YOU

To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan, and must share the University's values.

You will be a person who is ambitious for Deakin University's success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

SELECTION CONSIDERATIONS

Qualifications and Experience:

- A combination of tertiary qualification and extensive media relations/journalism experience ; or a post-graduate qualification or progress towards a post-graduate qualification in communication, public policy, business or related field with minimum five year's media relations/journalism experience,
- Experience in a media relations/journalism role with responsibility for both proactive and reactive messaging, tactics and strategy experience
- Demonstrated experience creating media and communications plans, strategies and content that has delivered positive coverage across news, digital, social media and marketing channels
- Understanding and experience in effective utilisation of digital and emerging communications, and engagement techniques
- Demonstrated experience providing tailored interview, messaging and general media advice to inexperienced and experienced spokespeople that delivers positive coverage

Capabilities and Personal Attributes:

- Leadership and emotional intelligence to work collaboratively and strategically in a team that shares workloads, and with academic and non-academic people at all levels of an organisation with different perspectives
- High-level, nuanced media-relations skills to develop media strategies and content, before pitching and placing stories successfully across media channels into media networks
- Creative thinker with demonstrated ability to develop strong and trusted relationships and influence key stakeholders (internal and external)
- Strong capability to assess reputational issues and risks and to develop sound media/corporate management tactics
- Strong project management skills in a collaborative environment and is highly capable of leading a number of project teams to address cross-divisional issues working to tight deadlines, across multiple stakeholders
- Understanding of consultation principles and tools that relate to corporate/government communication channels
- Strong news sense and ability to think outside the square and identify opportunities to promote business successes and achievements.
- Superior communication, interviewing, editing and writing skills to create engaging news copy and content to tight deadlines for multiple media channels
- Presentation and delivery skills to co-lead media training workshops currently using Microsoft PowerPoint

Deakin University Position Description: Senior Media Coordinator

SPECIAL REQUIREMENTS

- Occasional work outside business hours is required (*e.g. work at evening or weekend events is required*)
- Infrequent travel will be required *between Deakin campuses and within Victoria*

DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.