



SENIOR MEDIA AND PUBLIC RELATIONS ADVISOR

DEPARTMENT/UNIT	World Mosquito Program
FACULTY/DIVISION	Provost and Senior Vice-President
CLASSIFICATION	HEW Level 8
WORK LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The **Provost and Senior Vice-President is the Chief Academic Officer** of the University and is responsible for: setting the University's academic strategy and priorities with a view to improving the education and research performance of the University; oversight of faculties, academic related portfolios and University-wide centres and institutes, oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

The **World Mosquito Program (WMP)** is an international collaborative research program designed to prevent the transmission of arboviral diseases threatening the health of people living in tropical and subtropical regions and aims to improve global health whilst significantly reducing the financial burden on local health systems in these regions. The WMP uses safe and natural bacteria called Wolbachia to reduce the ability of mosquitoes to transmit mosquito-borne diseases including dengue, Zika and chikungunya. Following many years of laboratory research and field trials with promising results, the WMP is now expanding its activities worldwide and has widespread support from communities, governments and regulators. The WMP currently operates in 12 countries and is expanding.

POSITION PURPOSE

The Senior Media and Public Relations Advisor possesses knowledge of WMP's audiences and key issues, as such, guides media and PR engagement strategies. The incumbent will also be responsible for developing content, storylines, and written materials and messages such as press releases, media advisories, pitches and presentations that are tied to WMP's brand and the PR plan framework.

The Senior Media and Public Relations Advisor develops media relation strategies that cover the organisation's crucial publications, web site, social influencers, partners and communities, which inspires even greater awareness of WMP and its Wolbachia method.

The Senior Media and Public Relations Advisor will also play a supporting and collaborative role for the Communications and Engagement team by playing an active role in content creation, and directory listings using our Salesforce CRM to increase WMP's outreach to audiences.

Reporting Line: The position reports to the Communications & Engagement Director under broad direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Manage and coordinate the operation of high-quality, informative, and interesting press releases, press kits, and related materials of a specialist area or function in accordance with University policies, procedures and strategic priorities
2. Provide specialist, expert advice and reports for senior management drawing on up-to-date theoretical knowledge and expertise in Media and public relations, campaign and communications strategy development to be aligned with current Market trends
3. Develop and implement and monitor WMP's media and PR plans including strategy, goals, campaigns, budget and tactics and successfully executing them
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5. Develop media and public relations activities, seeking high-level placements in print, broadcast and online media
6. Leverage existing media relationships and cultivate new contacts within business and media sector (including online)
7. Develop and maintain strong partnerships and networks of journalists, influencers, thought leaders and partners to support the efficient and timely delivery and visibility of editorial content
8. Collaborate and manage relationships across University's specialised areas such as Marketing and Communications and External Relations (ERDA)

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Postgraduate qualifications or progress towards postgraduate qualifications in journalism, public relations, communications, marketing, publishing or other relevant discipline with subsequent relevant experience; or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Substantial experience in editing and writing press releases, press kits, related materials and publication program management and the ability to deliver creative communication content that engages a broad range of audiences
3. Highly developed planning and organisational skills, with experience establishing priorities, meeting deadlines and maintaining excellent attention to detail and accuracy Excellent relationship management and consulting skills including the ability to interact with, negotiate with and gain co-operation from external suppliers, journalists, writers and other stakeholders such as sponsorships and partnerships

4. Highly-developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions
5. Excellent interpersonal and communication skills with the ability to write in a clear, succinct manner and apply and adhere to stylistic norms including punctuation and grammar, brand and tone in written and visual material such as high-level placements in print, broadcast or online media
6. Advanced computer literacy, particularly with current business management software packages and their various application capabilities
7. Excellent events management experience, press conferences, tours, VIP visits
8. Previous experience working with traditional media & PR channels as well as key social media channels such as LinkedIn, Facebook, Twitter, and Instagram Other job related information

OTHER JOB-RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- The position may be required to be performed from other international regional hubs or other project sites for short- or long-term periods

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.