

Position description

Position title:	Media and Communications Advisor
School/Directorate/VCO:	Corporate Communications and Public Relations
Campus:	Berwick campus. Travel between campuses will be required.
Classification:	Within the HEW Level 6 range
Employment mode:	Fixed-term appointment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Time fraction:	Part-time 0.4 FTE
Recruitment number	849404
Further information from:	Ms Kara Douglas, Director, Corporate Communications and Public Relations Telephone: (03) 5327 6124 E-mail: k.douglas@federation.edu.au
Position description approved by:	Ms Kara Douglas, Director, Corporate Communications and Public Relations

This position description is agreed to by:

Employee name

Signature

Date

The University reserves the right to invite applications and to make no appointment.

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources
Document owner: Manager, HR Shared Services

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Position summary

The Media and Communications Advisor will work as part of a team to increase media opportunities at Federation University Australia by promoting and coordinating media and communications activities at the Berwick and Gippsland campuses.

The Media and Communications Advisor will be the key contact for all matters related to media and communications at the Gippsland and Berwick campuses. As well as leading local media engagement, the position will work on strategic university-wide communications as part of the Corporate Communications and Public Relations team.

The Media and Communications Advisor will be based at the Berwick campus with regular travel to the Gippsland campus and other campuses as required.

The Media and Communications Advisor may also be required to work after hours and/or weekends from time to time.

Key responsibilities

1. Coordinate proactive media opportunities to promote Federation University and build its reputation, including writing media releases, media plans, media talking points and creating interesting and engaging media opportunities.
2. Handle reactive media by drafting timely and strategic responses to manage issues and the university's reputation.
3. Contribute collaboratively to a media and communications calendar by engaging with Schools and Directorates to ensure the coordinated promotion of campaigns, announcements, events and other university activities across a range of communications channels.
4. Build and maintain productive internal and external stakeholder/media relationships and work collaboratively on all media related matters to ensure a positive image of Federation University.
5. Ensure the university's media monitoring is effective through on-going refinement of key words, the production of analytics reports, daily media summaries.
6. Work collaboratively with a broad range of internal staff across all Schools and Directorates of the university to ensure external communications are high quality with consistent messaging, including corporate documents, strategies and materials.
7. Coordinate and contribute to the creation of digital content, including producing high quality video, audio and written content for the University website and social media channels.
8. Contribute and collaborate with other members of the Corporate Communications and Public Relations team to deliver coordinated, effective and strategic communications.
9. Contribute to and actively participate in the development of Stakeholder Engagement and Communications strategies including related communication and implementation plans.
10. Monitor and ensure Federation University's media communications are consistently applied and support the University's branding and strategic objectives.
11. Provide advice and on-going formal and on job media training and support to key University spokespersons as required.

12. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>
13. Undertake the responsibilities of the position adhering to:
 - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;
 - the requirements for the inclusion of people with disabilities in work and study;
 - Occupational Health and Safety (OH&S) legislation and requirements; and
 - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Media and Communications Advisor works under the general direction of and reports to the Director, Corporate Communications and Public Relations. The position is required to interact with all Schools, Directorates and a broad range and levels of staff and other internal stakeholders within the University community. This includes a range of relevant external stakeholder and University partners.

The Media and Communications Advisor will be further required to exercise discretion and confidentiality in the performance of duties and make sound decisions which will impact on the University's image and branding.

The Media and Communications Advisor is part of the broader Corporate Communications and Public Relations team and contributes on a variety of related team projects.

The Media and Communications Advisor may be required to work after hours and/or weekends from time to time and is expected to travel between the Berwick and Gippsland campuses regularly and, other campuses as required.

Training and qualifications

A degree in journalism, media, public relations, communications or other relevant area with subsequent relevant work experience; or extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or an equivalent combination of relevant experience and/or education/training.

Position/Organisational relationships

The Media and Communications Advisor reports to and works under the general direction of the Director, Corporate Communications and Public Relations and has regular contact with the Vice-Chancellor's Office.

The Media and Communications Advisor, will work in partnership with the Media and Communications Advisor, Gippsland and will build and maintain relationships and work closely with a broad range of internal and external stakeholders.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. A degree in journalism, media, public relations, communications or other relevant area with subsequent relevant work experience; or extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated media and communications experience which includes writing and editing media releases, news stories, EDMs, corporate document and digital content including spelling, grammar, punctuation, 'plain English', tone, and brand style.
3. Demonstrated experience in dealing with proactive and reactive media, such as identifying opportunities, creating talking points, key messages, timely and strategic responses, pitching to media outlets, containing and defusing reactive media responses.
4. Demonstrated communication and presentation skills with some experience in social media, photography and video production.
5. Demonstrated organisational skills and the ability to juggle multiple tasks, collate material from several sources and produce a range of content within competing deadlines.
6. Demonstrated ability to work as part of a team, build relationships and work collaboratively with a broad range of stakeholders including senior leaders within an organisation.
7. Willingness to work after hours and/or weekends from time to time and to travel between the Berwick and Gippsland campuses regularly and, other campuses as required.
8. Demonstrated alignment with the University's commitment to child safety.

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.