

Position Description

POSITION DETAILS	
Date of PD	March 2018
Position Title	Media Advisor
Position Grade	13
Directorate Business Unit	City Engagement & Experience City Engagement
Reports to	Media & Communications Manager
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements

POSITION OVERVIEW

Reporting to the Media & Communications Manager, this position is responsible for providing advice and assistance to the Lord Mayor, Council staff and Executive team on the approved media strategy and other media management issues.

KEY RESPONSIBILITIES

- Monitor news cycles and prepare briefings and media responses in a timely manner.
- This position involves working flexible hours including nights and weekend work.
- Develop proactive and strategic media plans for Council and the Lord Mayor, including the development of key messages and maximisation of promotional opportunities, in consultation with the Media and Communications teams and other teams as required.
- As Council's primary point of contact for media - research and write media releases, speeches, briefings and other written material that is relevant, timely, accurate and has a high impact.
- In consultation with the Media and Communications teams, liaise with local, metropolitan and specialist media on matters, manage issues that may emerge and provide information that is relevant, timely and accurate.
- Coordinate and attend events and activities and provide all relevant background and preparatory information for activities.
- Proactively seek opportunities including thought leadership articles and interviews as well as prepare and implement media campaigns for the benefit of City of Parramatta Council and the local government area in collaboration with the Media and Communications teams.
- Liaise with staff throughout Council as required to ensure that relevant corporate information and insights are fully harnessed.
- Liaise with State and Federal Members of Parliament, government agencies, professional industry and community groups on a wide range of media matters.
- Develop and maintain a high-level understanding of current government policies, structures and processes.
- Build and maintain strong working relationships with a diverse range of internal and external stakeholders.
- Contribute to a collaborative and positive organisational culture, as well as to team effectiveness.
- Ensure to take reasonable care of the health and safety of yourself, staff, visitors, contractors and volunteers whilst at work, and cooperate with CoP to comply with OH&S legislative obligations.
- Exercise a Duty of Care by working in a safe and efficient manner, having regard to personal safety and the safety of other workers, visitors, contractors and volunteers and the general public.

- Report injuries, accidents, incidents, near misses and unsafe work practices within required time frames, and that corrective actions are taken to prevent reoccurrence.
- Use and properly maintain appropriate safety clothing and personal protective equipment.
- Attend and complete all required OH&S training, toolbox talks and briefings as directed.
- Ensure EEO, the principles for a culturally diverse society, and Council policies are complied with at all times.
- Contribute to improved customer service and organisational effectiveness, by acting ethically, honesty and with fairness.

Knowledge

Qualifications (Level)

- Degree qualification in Communication, Journalism, Politics or Public Relations, or another appropriate qualification combined with extensive relevant political media and communications experience and at least 5 years of experience.
- Specific qualifications in media relations or communications.
- Knowledge of current government policies, structures and processes.

Experience

- Understanding of political processes and the operation of Local Government, the NSW Parliament and Government, supported by appropriate experience and achievements.
- Demonstrable achievement in developing and maintaining an extensive network of contacts across a range of political government and government organisations.
- Demonstrable experience in communications with significant experience in media and government relations, including experience with social and digital channels within a fast paced environment
- Demonstrable experience in developing and implementing effective media and communication strategies, including crisis management in a complex environment that increase and protect the positive profile of the organisation and raise the public understanding of its programs and services.
- Demonstrable ability to develop and maintain an extensive network of contacts across a range of stakeholder groups including media, community and business groups.
- Experience in working collaboratively as part of a team, and in cross-functional workplace teams, to achieve agreed outcomes.

Skills

- Outstanding verbal and written communication skills, including extensive experience in preparing speeches, media releases and supporting materials
- Basic video and editing skills are also highly desirable.
- Understanding of current government policies, structures and processes and the ability to evaluate the political environment and negotiate to achieve agreed outcomes.
- Highly developed interpersonal and negotiation skills.
- Excellent time management and organisational skills.

Acknowledgement:

I, acknowledge that I have read and understood the above position description and have been given a personal copy.

Signatures:

Employee's Signature Date:

Manager's Signature Date: