

Position Description

Position Title: Media and Communications Advisor

Classification Level: 6

Position Number: 100266

Reports to: Media & Communications Manager, Level 7

Directorate / Division: Strategy and Engagement

Supervises: 0 FTE

Branch / Section: Media

Location: Joondalup

Role Summary

The Media and Communications Advisor is responsible developing and implementing Media Strategies and media events, proactive and reactive media relations, media training, contentious issues management, speech writing, media analysis and articles, and supporting wider communications tasks.

The successful individual for this role will have experience preparing media responses, media statements, talking points and Q&As, and possess contentious issues and media management skills, with strong media contacts.

Responsible for:

- Dealing with media enquiries and researching, analysing and preparing media responses for approval;
- Planning for, initiating and managing proactive media coverage on departmental activities in broadcast, print and online news outlets, as well as social media;
- If directed, performing media on-call duties to provide a 24/7 response service for the Department;
- Coordinating and assisting with the maintenance of rolling media calendar;
- Monitoring potentially contentious issues and developing media management plans to ensure preparedness.
- Developing and implementing Communications and Media Plans and Strategies;
- Guiding and supporting staff to act as effective media spokespeople;
- Writing and distributing media statements for the Department and the Ministers' Offices;
- Providing advice on media and issues management;
- Writing speeches, presentations, speech notes and event briefs for the Director General, Ministers, Chairs and other clients as required;
- Taking photographs and videos at media and other events as required;
- Writing and editing for internal and external communications channels covering print and online publications, websites, social media and other digital communications;
- Monitoring and evaluating information relating to departmental activities, including media reports and communications by industry and environmental groups;
- Maintaining a media log and register of stories relating to water resources and environmental regulation matters and the Department;
- Developing and maintaining media contacts;
- Liaising, advising and cooperating with the Ministers' Offices in relation to media issues and opportunities, speeches and media events;
- Developing and maintaining high quality relationships and an extensive network of contacts with key stakeholder and client groups including the Ministers' Offices, news media, industry, other government bodies, management advisory groups, community groups and the general public;
- Assisting with the development and implementation of policies designed to enhance and promote corporate identity and increase the Department's positive profile;
- Undertaking, as required, activities to support the communications team during the crisis management of serious incidents and occurrences;

- Undertaking work duties outside of normal working hours, including being 'on call' for media management if directed;
- Demonstrating the department's values in all duties and interactions with others;
- Additional duties within the skill and scope of position capabilities and departmental needs.

Work Related Requirements

Essential

1. A sound understanding of the media and a proven record of achievement in the provision of advice, development, implementation and evaluation of media strategies, media relations and issues management.
2. Highly developed written and oral communication skills including the ability to generate accurate, well written and engaging content for specific audiences and purposes.
3. Highly developed negotiation and interpersonal skills, including the ability to effectively relate to, and liaise with, a diverse range of internal and external stakeholders.
4. Ability to work as part of a constructive and integrated team.
5. Ability to work under pressure and within tight timeframes.
6. Relevant tertiary qualification and/or considerable experience in communications and media.

Desirable

7. Previous experience as a journalist or media advisor.

Our Values



Our values underpin everything we do, they guide the way we conduct our work, how we engage with each other and deliver services to our customers. The ability to demonstrate how you will apply our values is important to us.

Special Equipment/Requirements

Nil.

Position Certification

The details contained in this document are an accurate statement of the position's responsibilities and requirements.