



Job Description

Senior Media Officer

Level 6

Position Number:	00029320	FTE:	1.0
Directorate:	Policy, Planning and Innovation	Agreement/Award:	Public Service Award 1992 Public Service and Government Officers CSA General Agreement 2017 or as replaced
Branch:	Communications and Marketing		
Location:	Osborne Park		
Permanent/Temporary Position:	Permanent		

Reporting Relationships

Reports to:

Associate Director Communications, Level 8

Other officers reporting to the above office:

Project Manager Website Development, Level 7

Marketing and Publications Officer, Level 5

Public Relations and Events Officer, Level 5

Public Relations Officer, Level 4

Communications Officer, Level 4

Assistant Marketing Officer, Level 3

This Office – officers under direct responsibility:

No direct reports

Key Role Statement

The Senior Media Officer plays a significant role in managing and supporting the relationship between the Department and key stakeholders, with a particular focus on media relations. The position is responsible for proactively developing communications and media plans and materials to support broader communications and marketing activities.

Key Responsibilities

- Identifies opportunities to raise the profile of the Department, its programs, priorities and outcomes and promotes these to the community via a range of media streams, including print and electronic media and in particular, new and social media.
- Establishes external and internal partnerships to deliver the Department's wider communication priorities. This includes working with internal clients to improve web presence and accessibility of information, positioning the Department in new media and progressing a broad communications plan in this environment.
- Supports the Associate Director Communications in advising the Director General and senior executives on communications issues, and ensuring the Department's and TAFE colleges' media activities are coordinated with Ministerial media activities.
- Provides media skills training to Department staff and individual coaching to ensure staff members are adequately prepared for media interviews and responding to media enquiries, as required.
- Develops and maintains policies and protocols on media management.

Selection Criteria

Essential

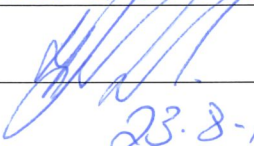

- Broad experience in developing and managing media programs, including exposure to web based media and social media, and knowledge and networks in State and national media outlets.
- Excellent oral and written communication skills, including the ability to generate accurate, tightly written, clean copy.
- High level interpersonal, negotiation and problem solving skills, and the ability to liaise effectively with executive, management and staff at all levels within the Department and externally.
- Experience in content development for electronic publishing, including web and other new media.
- Demonstrated ability to work to tight deadlines.

Other Requirements

1. May be required to work from any Department worksite and outside core business hours.

CERTIFICATION

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

Branch Director		Delegated Authority	
Name:	Laura Reibel	Name:	Simon Walker
Position:	Associate Director (Comm)	Position:	Executive Director
Signature:		Signature:	
Date:	23.8.18	Date:	23.8.18

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Date Registered on TRIM:	24/08/2018	TRIM Reference No.	f10/0081116
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