

Media Advisor

HEP Level 7

POSITION NUMBER	G00146
ORGANISATIONAL UNIT	Media and Corporate Communications
POSITION REPORTS TO	Associate Director, Media and Corporate Communications
OVERALL PURPOSE	The overall purpose of the Media Advisor is to promote Victoria University's reputation by managing and delivering media projects through a number of channels including news outlets, the VU website and VU's social media platforms. This position also plays a role in promoting the value of media engagement with staff across the University and coordinating the flow of information to the media team. This role is responsible for managing relationships with senior leaders in specific areas of the University, as well as external partners, and contributing to media reports and strategic planning.
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	<p>Within the University the position works closely with Marketing to provide integrated communications support, as well as with Colleges and research institutes.</p> <p>Outside the University the position liaises with journalists and other media personnel, relevant partners and stakeholders.</p>
LOCATION/CAMPUS	The position is currently located at the Footscray Park Campus of the University. However, will sometimes be required to work at other VU campuses.

KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

Deliver – Excellence Results-driven, accountability, problem solving focus.

Engage – Customer service mind-set internally, externally and particularly for students.

Collaborate and Partner – Build successful relationships, communicate effectively, influence and negotiate.

Innovate – Entrepreneurship, growth, continuous improvement, digital transformation.

Lead – Inspire direction, lead change, manage and develop people.

OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide.

ORGANISATIONAL UNIT

This role sits within the Marketing Portfolio, within the Media and Corporate Communications team, responsible for driving brand, reputation and recruitment activities for Victoria University.

It is focused on building the profile and reputation of both Victoria University and TAFE, supporting the goals of VU's [Strategic Plan 2022-2028: Start well, finish brilliantly](#)

MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Manage and deliver media projects through a number of channels including news outlets, the VU website and VU's social media platforms to obtain results as determined by Director/Associate Director Media and Corporate Communications, keeping to deadlines.
- ◆ Plan, design, deliver and lead the production of all media updates, including as identified in the Media plan and calendar, through integrated communications via the web (as news or events), and/or social media updates.
- ◆ Promote the value of media engagement with staff across the University and coordinating the flow of information to the media team.
- ◆ Build and maintain relationships with senior leaders in specific areas of the University, as well as external partners, selective media outlets, and contributing to media reports and strategic planning to maximise VU's public profiling.
- ◆ Organises background analysis of media opportunities.
- ◆ Develop reports and papers to contribute to media deliverables.
- ◆ Attend events, meetings or updates to source information about potential media needs.
- ◆ Scan media providers (newspapers, bulletins, radio, etc.) to identify media profiling opportunities for positive media coverage and identify negative media coverage to manage, or escalate to Director/Associate Director.
- ◆ Report on outcomes for media, both to the portfolio and to relevant stakeholders.
- ◆ Contribute to innovations in strategic communications to ensure maximum impact for VU's reputation.
- ◆ Advise academics regarding media communications methods and identify the media training requirements for VU staff; this role might assist with the delivery of the media training.
- ◆ **Prepare briefs including recommendations for whole of University media enquiries and issues management**
- ◆ **Participate in a rotating roster monitoring the shared media enquiries inbox, and creating weekly Experts Hub email to journalists**

TYPICAL/MAJOR CHALLENGES

- ◆ Significant initiative and judgement are required to make decisions about to how best action media requests with tight deadlines, and to post to social media accounts.
- ◆ High level organisational skills including the ability to coordinate task, meet tight deadlines and managing changing priorities.
- ◆ This role requires managing relationships with academics, students, senior executives, journalists and external organisations.
- ◆ Coordinates media projects to obtain results as determined by Marketing, on time and budget.
- ◆ Consultation and collaboration with key stakeholders, internal and external
- ◆ Works at the operational level and contributes to achievement of objectives and outcomes at the strategic level.
- ◆ Review of current practice and delivery to ensure ongoing relevance and achieve continuous improvement/excellence relating to media and communications.
- ◆ Works independently, prioritises work demands to respond to emerging requirements.

LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Associate Director, Media and Corporate Communications.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Ability to work independently and prioritise work demands to respond to emerging requirements.
- ◆ Ability to manage major strategic communication initiatives. High levels of integrity, commitment and judgement, including the ability to deal with complex issues with sensitivity and confidentiality.
- ◆ Multi-sector perspective and understanding of key issues in TAFE and HE.
- ◆ Knowledge of University operations, governance and decision making processes, including quality assurance policies and procedures and other relevant legislative requirements.
- ◆

KEY SELECTION CRITERIA

- 1. Knowledge or training equivalent to: a degree with at least four years relevant experience; extensive experience and management expertise in public-facing communications teams; or an equivalent combination of relevant experience and/or education/training.**
- 2. Ability to write publicity material, media releases and opinion pieces based on university research, events and activities, and to transform complex academic texts into plain English.**
- 3. Demonstrated ability to write for online media and manage social media.**
- 4. Demonstrated ability in working with a team and in negotiating content and priorities with senior internal and external stakeholders.**
- 5. Highly developed verbal, written, oral communication and interpersonal skills including negotiation, influencing and problem solving skills.**

6. **Demonstrated ability in working effectively with all levels of a complex organisation.**
7. **A demonstrated ability to determine potential issues and risk to the University including negative media coverage.**
8. **Awareness of OHS responsibilities and willingness to attend OHS training as required.**
9. **Willingness to commit to Victoria University's values which are:**
 - **knowledge and skills, and critical and imaginative inquiry for their capacity to transform individuals and the community;**
 - **equality of opportunity for students and staff;**
 - **diversity for its contribution to creativity and the enrichment of life;**
 - **integrity, respect and transparency in personal and collaborative action; and the pursuit of excellence in everything we do.**

Desirable (if applicable)

1. **Knowledge of tertiary education and experience in a tertiary environment.**
2. **Established contacts in the media and key related areas.**
3. **Experience handling sensitive and confidential information.**

Organisational Chart

