



Position Title	Media Relations Advisor
Department	Corporate Services
Date Reviewed	October 2020

Incumbent Name	VACANT	
Signature		Date

## College Overview

The Australasian College for Emergency Medicine (ACEM) is a not-for-profit organisation responsible for the training, assessment and continuing professional development of emergency physicians as well as the advancement of professional standards in emergency medicine in Australia and New Zealand.

Our vision is to be the trusted authority for ensuring clinical professional and training standards in the provision of quality, patient-focused emergency care.

Our mission is to promote excellence in the delivery of quality emergency care to all our communities through our committed and expert members.

The ACEM Core Values which employees and members hold themselves and others accountable are:

- Equity
- Respect
- Integrity
- Collaboration

## Department Overview

The Corporate Services department has the primary responsibility for the provision of and support to the College services in the areas of Finance, ICT, Communications, Media Relations, and Events.

## Position Purpose

The primary purpose of the role is to support the delivery of external facing communications across media and events relating to the College's advocacy and branding.

## Key Responsibilities

The key responsibilities of the role shall include, but not be limited to:

- Support the Media Relations Manager to deliver on the business plan and strategic media plan to position the College as the leader in emergency medicine education, training, assessment, policy and advocacy to achieve strategic objectives.
- Develop strong relationships with ambassadors and influencers within the wider health sector
- Curating and distributing the daily Media Summary.
- Provide a timely, responsive service to grow and maximise media presence through media inquiries and opportunities; including maintaining a comprehensive awareness of state, territory, national and New Zealand issues affecting emergency medicine.
- Support the management of an active network of media contacts across Australia and New Zealand.
- Write a range of content pieces for a variety of stakeholders.
- Monitor reputational risk for the College and the emergency medicine profession.
- Assist the Communications Team with the delivery of on-brand, consistent digital and print publications to meet ACEM's communications needs.
- Produce, analyse, report best practice analytics and reporting on media initiatives and campaigns.
- Support the implementation of systems, policies and processes to ensure compliance and best practice in brand, advocacy, reputation and events management in collaboration with relevant teams.
- Assist with administration activities for key ACEM Publications.
- Demonstrate the ACEM Core Values within the Unit, Department and across the College.
- Ensure any allocated deliverables outlined in the ACEM Business Plan are met to a high standard.
- Ensure any allocated deliverables outlined in the ACEM Reconciliation Action Plan are met to a high standard.
- Ensure any allocated deliverables outlined in the ACEM Rautaki Manaaki Mana: Excellence in Emergency Care for Māori are met to a high standard.
- Ensure the quality recording of all processes relevant to role and responsibilities in the Promapp system.
- Strive to maintain a culturally competent and inclusive workplace and expected to undergo regular cultural competence training.
- Other responsibilities as delegated by Management within the scope of this position.

## Key Skills, Qualifications and Attributes

### Essential

- Tertiary qualification in journalism, PR, communications, marketing or related discipline.
- Demonstrated media/media relations experience working in news media.
- Proven ability to proactively align strategic priorities with media opportunities including via media and communication plans.
- Ability to distil complex technical content into simple customer centric language and written pieces.
- Demonstrated ability to manage interactions with external stakeholders including media to deliver successful outcomes.
- Demonstrated experience with a range of digital and social media channels.

- Experience writing for the web, social media, traditional media and academic publications.
- Innovative approach to increasing ACEM's visibility in the health sector.
- Commitment to the principles of equal opportunity, workplace diversity and industrial democracy.

#### **Desirable**

- An understanding of specialist medical colleges or member-based organisations.
- Reputation, issues and crisis management experience.

### **Workplace Health and Safety**

All employees have a personal responsibility to work safely and to abide by health and safety legislation, policies, rules and established safe work practices. All employees are responsible for their own safety and that of fellow employees.

### **Organisational Relationships**

Reports to	Media Relations Manager
Supervision of	Nil
Internal Liaison	All ACEM Employees, Fellows and Trainees
Committee Liaison	Nil
External Liaison	Media, public health commentators, external suppliers and partner agencies, other colleges, government and statutory/regulatory bodies, contractors and consultants when required.

### **Additional Information**

- May involve work outside normal business hours to meet business objectives, some out-of-hours, on-call work may be required, in consultation with the Media Relations Manager.
- Interstate and/or overseas travel may be required.