MEDIA & COMMUNICATIONS ADVISER

DEPARTMENT/UNIT	Monash Sustainable Development Institute
FACULTY/DIVISION	Office of the Provost and Senior Vice-President
CLASSIFICATION	HEW Level 7
DESIGNATED CAMPUS OR LOCATION	Clayton Campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The Deputy Vice-Chancellor (Research) and Senior Vice-President (DVCR) is responsible for the development, implementation and continuous improvement of the University's research vision within the changing landscape of higher education, ensuring delivery of accountabilities within the context of the University's strategic plan. Reporting to the President and Vice-Chancellor and as an integral member of the University's executive team, the DVCR further advances the University's research performance, diversifies research funding, oversees research infrastructure strategy, and fosters interdisciplinary and transdisciplinary areas of excellence, collaboration and innovation within Monash and with global research partners. Further information about the University's organisational and governance structure is available at www.monash.edu/about/structure.

As a leading interdisciplinary research, education and impact organisation, **Monash Sustainable Development Institute** (MSDI) is advancing the wellbeing of people and planet, for current and future generations. Monash University has a wealth of sustainable development expertise across its ten faculties. MSDI engages across Monash to bring together applied and transdisciplinary researchers, practitioners and students to advance systems transformation for sustainable development; and provides a platform to create change through deep collaboration, working in close partnership with government, industry and communities to amplify our impact. MSDI is also host to the Sustainable Development Solutions Network (SDSN) Australia, New Zealand and Pacific Regional Centre. We offer forward-thinking study programs and courses that enable people and organisations to engage with and respond to some of the biggest environmental, economic and social issues facing our world today. For more information, please visit www.monash.edu/msdi.

POSITION PURPOSE

The Media and Communications Adviser is responsible for a broad range of specialist activities to advance MSDI's media and communications objectives, to build the profile of MSDI and maximise the impact of our work. The Adviser thinks independently to solve problems and multi-tasks in a busy work environment, regularly working alongside the MSDI MarComms team as well as with internal staff across other MSDI teams and the University Marketing, Admissions and Communications division. The Adviser supports the development of media

and communications plans for key campaigns and initiatives, identifying stakeholders and their communication needs, producing key storylines and advising on how to best engage relevant audiences. The position is a critical liaison point for and works in collaboration with University Marketing, Admissions and Communications. This includes actively identifying opportunities for story placement with external media channels and providing specialist advice that contributes to the advancement of reactive and proactive media objectives to help build the profile of the Institute. The position also has responsibility for contributing to our quarterly e-newsletter, managing external and internal stakeholder contact lists through the CRM, and producing media reports on performance against objectives for the MSDI Executive.

Reporting Line: The position reports to the Marketing Manager and works under broad direction

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: This position will be required to oversee expenditure of discrete projects. The amount will vary with each project

KEY RESPONSIBILITIES

1. Actively contribute to the development and achievement of MSDI media plans for the Institute and key projects and initiatives as part of a team

2. Foster effective relationships and work collaboratively with staff across MSDI teams and the University Marketing, Admissions and Communications division to proactively identify storylines and newsworthy angles for inclusion in various publications and platforms including print and online channels

3. Research and write content for a range of communication channels including media releases, videos, blogs, and newsletters

4. In cooperation with University media team, actively pursue media story placement, coordinate media inquiries and arrange interviews with relevant staff

5. Provide additional support to and coordination of MSDI staff who are contributing to University-led domestic and global media projects for large scale research stories within university guidelines

6. Together with relevant staff, regularly compile evaluation data to measure desired media outcomes and present to stakeholders including presenting recommendations for future project plans

7. Provide advice, including editing and proofreading documentation prepared by others, identify training opportunities and coach colleagues to adopt a consistent, high standard level of communication and media practice

8. Actively engage in the planning, management and effective implementation of continuous improvement activities relating to media and communication, including developing and/or modifying policy and processes, as well as managing change for performance improvements

9. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - A degree in an area of communications, public relations, media studies or a related field, and subsequent substantial relevant experience; or
   - an equivalent combination of experience and/or education/training.

Knowledge and Skills

2. Excellent interpersonal skills and the ability to liaise with a broad range of stakeholders, including senior staff, to understand and support their needs and objectives

3. Exceptional written and verbal communication skills and a proven ability to write, edit and produce communications for a variety of traditional and emerging media channels across print and digital media, and working to tight deadlines

4. Proven ability to develop and implement effective media and communications plans, including the ability to generate ideas for editorial content and coverage

5. Experience in media liaison and public relations management with proven ability to generate ideas and implement public relations / media coverage through print, web and broadcast mediums

6. Highly-developed analytical and problem-solving skills with the ability to make decisions quickly

7. Excellent relationship management skills and the ability to interact, influence and collaborate with a broad range of stakeholders, including senior staff, to achieve strategic and operational goals

8. Demonstrated project management skills, a strong attention to detail and experience in streamlining processes to improve the effectiveness of operations

9. Demonstrated ability to work effectively independently and as part of a team

10. High level computer literacy skills including Microsoft Office, advanced skills in the use of databases, electronic communication tools, social media and a sound knowledge of desktop publishing software

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.