

Position Description	
POSITION TITLE	Senior Media Advisor
REPORTING RELATIONSHIP	Director of Global Communications & Advocacy; Executive Director, Australia
TEAM	Communications and Advocacy
TYPE OF EMPLOYMENT	Full time
DATE	July 2019

The George Institute for Global Health

The George Institute ('TGI') is 700+ people, focused on improving the health of millions of people worldwide. As a medical research institute affiliated with leading universities and with projects in approximately 50 countries, we are challenging the status quo in healthcare to find the best ways to prevent and treat chronic disease and injury, and to influence policy and practice worldwide. Our innovative commercial enterprises help maximise our impact.

Here is a sample of the things we are doing to achieve our goal of having the greatest possible impact on global health:

- We are identifying better and safer treatments for our biggest killers like stroke, heart disease and high blood pressure;
- In many countries, our award winning FoodSwitch smartphone app is helping people make healthy food choices when shopping;
- In rural India, we have shown that mobile technology can help diagnose mental health, as well as help treat cardiovascular disease, and we're looking at similar approaches to treating chronic diseases in Indonesia and China;
- Together with Aboriginal communities in NSW, Australia, we have developed an innovative community led program to assist young Aboriginal drivers attain their license, now implemented in a dozen of locations;
- We are developing an affordable dialysis machine, with potential to save millions of lives each year and transform the way kidney disease is treated globally.
- And much more.

Context of the Role

The Communications and Advocacy Team provides a combined focus on media relations and a broad range of communications and writing services, including employee communications, media relations support, website management, speechwriting, content delivery for publications, both regional and global, and stakeholder management.

The Role

The Senior Media Advisor will provide proactive management of media campaigns from end to end, including sourcing news stories, writing and distributing media releases, targeting and pitching to media and roll out of media campaigns.

The Senior Media Advisor will focus their time mainly on Australia based media relations and communications with some support to the global media and communications in accordance with the media and communications schedule and programs. There is also the possibility of some oversight of our global media program and overseas travel



Reporting Relationships

The Senior Media Advisor will work within a matrix environment, reporting directly to the Global Communications & Advocacy Director.

The Senior Media Advisor will also work closely and collaboratively within the Communications Team, including the Communications Manager, Australia; and, the Digital Engagement Manager, Internal Communications Manager, Events Officer, Policy Officer and the Design Manager, Global Communications, and other relevant colleagues.

Direct Reports

The Senior Media Advisor will also have two direct reports – The Digital Assistant and Senior Public Health Nutritionist.

Duties and Key Responsibilities

Australia

- Contribute to and implement agreed media and public relations strategies to support The George Institute's initiatives and programs. Provide media advice and support for campaigns as required
- Identify, develop, write and promote stories and cross-channel content about the complete range of Institute research, activities and strategic objectives
- Manage media issues and risks in consultation with the Director of Global Communications and Advocacy; the Communications Manager Australia; and, the Executive Director Australia
- Contributing to the writing news of pieces and profiles for TGI website and coordinating their uploading
- Work closely with TGI digital teams to develop social media campaigns and messaging to support media releases
- Draft copy and provide other writing support for TGI Australia Communications on a case by case basis e.g. TGI Australia brochure, Executive Director emails
- Provide media advice and support to the Executive Director, Australia and senior academic staff involved in engagement activities
- Manage and maintain key working relationships with relevant journalists, writers and specialist reporters across all channels and mediums
- Oversee video content related to key media releases by working with external and internal specialists e.g. editors, animators, cameramen
- Identify op-ed opportunities in the media and support researchers
- As related to media campaigns, contribute to roll out of appropriate stakeholder communication plans, in consultation with the Director of Global Communications and Communications Manager Australia
- Respond to all media enquiries in a timely manner
- Identify and appropriately manage or escalate response to issues raised by the media that may negatively impact the Institute
- Work collaboratively the Communications Division, staff and Directors to ensure that media and public relations activity is coordinated and aligned
- Compile media coverage reports and monitor media activities to identify issues and future campaigns
- Develop effective working relationships with staff at all levels across the Institute and provide a customer-focused approach in the delivery of services
- Provide media advice and training on both a formal and informal basis for Institute staff as required as well as assisting in the education and enforcement of the Institute's media policy



- Work closely with our events team to help with publicity and media engagement where appropriate
- Other duties appropriate within the scope of the Media Advisor role

Global

- Manage and/or assist in roll out of global media outreach
- Assisting the Digital Engagement Manager with news pieces to the TGI websites, social media and intranet
- Sourcing, writing and editing news pieces, profiles and for the global website

As a Team Member:

- Participate in team meetings and activities
- Participate in objective setting, performance management
- Participate in special projects to improve processes, tools, systems and organisation
- Comply with OH&S legislation and operate in accordance with established OH&S practice and procedures at the George Institute
- Actively promote OH&S and rehabilitation policies, practices and procedures, in particular promote and contribute to a safe, secure environment for staff and visitors

As a Team Manager:

- Ensure direct reports understand and comply with GI's Policies and procedures, standard operating practices, ethical practice (with respect to research) and the legislative environment
- Be responsible for managing performance of direct reports, including the completion of plans and agreeing on work and personal objectives and reviewing such plans and objectives, in accordance with GI's Performance Management and Development Policy
- Act as a role model and ensure the team's commitment to GI's values, ensuring direct reports perform to a high ethical standard and focus on integrity, collaboration and teamwork in all efforts

Work, Health and Safety

- Comply with Work Health and Safety legislation and operate in accordance with established Occupational Health and Safety practice and procedures at the Institute
- Promote and contribute to a safe, secure environment for staff and visitors

Skills, Knowledge and Experience

- Tertiary qualifications in communications, journalism, public relations, media studies or related discipline
- Extensive experience in media relations as demonstrated in previous roles
- Experience in managing integrated media and/or public relations campaigns and a sound understanding of social media and digital communications trends and strategies
- Sound knowledge of media operations with contacts across print, radio, television and online; experience in liaising with and pitching to the media and a proven ability to obtain coverage
- High level oral and written communication, interpersonal, negotiation, analytical and problem solving skills
- Ability to effectively work under tight deadlines and manage projects independently, prioritising and managing workflow
- Experience using online media databases
- Experience in media and public relations in the health, medical, government or related sectors is highly desirable