

Position Description

Position title:	Media Adviser
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Reports to:	Media and Stakeholder Relations Manager
Direct reports:	Nil
Salary point:	SP14
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	May 2021

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Major Events and Corporate Affairs

Major Events and Corporate Affairs is a diverse, multi-faceted team that provides strategic support throughout the organisation.

Creative and versatile with a focus on clear communication, we work within our team and across other service units on a range of projects that connect and promote City of Newcastle and our services to the community.

We think outside the square to provide guidance and direction across written and visual mediums, craft internal and external communication collateral and promote our corporate services and facilities to relevant audiences.

Delivering initiatives to attract and support community, business and major events allows us to help create a vibrant, activated city, while also driving awareness of Newcastle's tourism value through destination marketing, brand awareness and visitor information.

To build and maintain trust in City of Newcastle itself, we engage with the community and stakeholders during decision-making, and liaise with the media around our facilities, activities, and achievements.

What's the focus of this position?

The Media Adviser proactively develops and delivers integrated communications strategies and provides media management and advice to support the CN, which includes but not limited to announcements, events and initiatives across multiple channels to achieve targeted, engaging, relevant and effective communications.

What you'll be doing:

- Manage the core relationship between CN and the media.
- Provide strategic media advice on a diverse range of sensitive and complex matters.
- Develop proactive media strategies to support CN's core business objectives and strategic goals.
- Prepare and issue media statements and announcements on behalf of CN.
- Manage the delivery of timely, accurate and structured responses to media enquiries.
- Identify emerging critical issues and develop and implement issues management strategies.
- Develop and publish strategic media messaging across CN print, digital and social media channels.
- Produce and distribute key materials used by media such as a synopsis for CN Council meetings.
- Organise media and/or photo opportunities as part of strategic media strategies.
- Project manage media deliverables respond to media inquiries out of hours and on weekends.
- Coordinate the analysis/reporting of media coverage to key stakeholders including Executive.
- Monitor media coverage, both local and metropolitan in order to strategically address emerging and current issues/opportunities.
- Review materials for political or media sensitivity.
- Liaise with and develop strong, productive relationships with a range of stakeholders including media, other government agencies, industry and community stakeholders and organisations.
- Provide strategic advice, training and support to CN officers to increase media awareness and skills in the organisation.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

The essentials you'll need:

- Bachelor's Degree in Communications or a related qualification, and/or demonstrated capability through past employment experience.
- Advanced level experience in media, writing and editing.
- Demonstrated ability to liaise and negotiate with internal and external stakeholders, i.e. government agencies, journalists and staff.
- Substantial experience in the management of critical issues, development and implementation of proactive communication strategies.
- A high level of written and verbal communication skills including the ability to write plain English content for a range of media.
- Demonstrated experience in developing and implementing communication plans with customers.
- Ability to think creatively in a high-pressure environment while managing and prioritising competing activities and deadlines.



- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends to meet the needs of a 24/7 media environment.
- Demonstrated ability to develop and post quality content to digital channels including websites and social media.
- Current C Class drivers' licence.

Other valuable skills you may have:

- Experience in delivering advice and training in media management skills to staff.
- Digital production skills.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	