

Position Description

Position title:	Media Adviser
Responsible to:	Head of Public Affairs
Stakeholders:	CHIA NSW CEO, CHIA NSW Public Affairs, Business Development and Learning and Development Teams, CHIA NSW members
Position type:	Permanent Part-time (FTE 0.8)
Direct reports:	Nil
Salary:	\$100,000 - \$105,000 plus superannuation, leave loading, and option to salary sacrifice (to be negotiated with the successful candidate based on experience)
Last updated:	September 2023

Overview

The Media Adviser is responsible for leading and implementing CHIA NSW's Media Strategy (including digital and social media), working in partnership with the CEO and Head of Public Affairs.

The Media Adviser will be responsible for supporting the CEO as media spokesperson for CHIA NSW and to working with CHIA NSW's internal teams and external advisers to respond to and create positive media opportunities.

The Adviser will also play a key role in engaging with CHIA NSW members and coordinating media campaigns and activities across the membership.

The position description may be varied to reflect changing organisational priorities.

Work Environment

CHIA NSW aims to promote a dynamic, challenging, collaborative and supportive working environment, which enables staff to focus on the achievement of the organisation's intended outcomes. Individuals will be expected to manage their workload independently and work in partnership with others, both within and outside the organisation.

Key Work Areas

The work of the Media Adviser will include:

1. Media

- Develop and support the implementation of CHIA NSW's Media Strategy, including regular monitoring and evaluation of deliverables to ensure relevance and effectiveness
- Proactively identify and utilise tactical media opportunities to promote CHIA NSW's advocacy agenda, through regular engagement with CHIA NSW's external media advisers
- Ensure the effective and timely use of metropolitan, regional, and local media to promote CHIA NSW's advocacy agenda
- Develop and maintain mutually beneficial relationships with key media outlets and journalists and regularly update and maintain media contact lists
- Create and update accurate media briefing notes on key topics and organisational priorities
- Prepare timely, compelling and accurate media releases for the CEO as spokesperson for the organisation
- Prepare speeches, articles, and presentations for the CEO and Head of Public Affairs as required.
- Build the media capability of the Head of Public Affairs, as secondary media spokesperson, and identify media opportunities as appropriate.

2. Member and stakeholder engagement

- Build and maintain strong working relationships with member organisations, including sourcing and engaging with media case studies to assist with securing media coverage
- Convene and support a member-based Media and Communications Advisory Group on a quarterly basis, or as required
- Contribute media advice to support CHIA NSW's participation in the Good Growth Alliance and other joint initiatives
- Support the CEO and/or Head of Public Affairs to deliver major projects in partnership with member organisations and key external stakeholders
- Support the Head of Public Affairs to deliver key initiatives identified in CHIA NSW's Reconciliation Action Plan (2023-25)

3. Social and Digital Media

- Lead and implement CHIA NSW's social and digital media strategy (as part of the overarching Media Strategy) including regular monitoring and evaluation of deliverables to ensure relevance and effectiveness

- Develop and implement social media campaigns and engage and support members to undertake activities consistent with those campaigns
- Develop and disseminate CHIA NSW's Social Media Policy and ensure this is reviewed periodically to align with best practice
- Research and prepare compelling content for our social media platforms

4. Other

- Manage CHIA NSW's website and member portal, including undertaking regular audits to ensure these communication channels remain relevant
- Participate in the development of CHIA NSW's conferences, exchanges and events as required
- Participate in internal staff working groups as required
- Support team members and work with colleagues to build a positive and collaborative workplace culture.
- Carry out other duties as requested from time to time.

Selection Criteria

Essential

- Bachelor's degree in journalism, communications, public relations, media, or similar field (or equivalent experience)
- At least 5 years' professional experience in a similar role that has media activities to deliver successful business outcomes
- Sound understanding of the role of media work in a member-based organisation
- Understanding of the role of the media and experience in engaging the media
- Good understanding of Government and Government policy development processes
- Exceptional written and oral communication skills and the ability to write for a range of different purposes, communication channels, and audiences
- Experience in preparing communications materials, including draft media releases, speeches, articles, and presentations
- Excellent interpersonal skills and the ability to engage with members at senior management level
- Outstanding organisational skills and ability to manage multiple projects in a fluid environment
- Demonstrated ability to work independently and as part of a cross-functional team
- Strong alignment with the purpose and values of CHIA NSW and its members

Desirable

- Previous experience in a not-for-profit or community services organisation
- Previous experience in member-based organisations
- Previous experience working in, or in partnership with the NSW Government

Employee's Signature

Date

Manager's Signature

Date