



POSITION DESCRIPTION

POSITION TITLE:	Media and Communications Manager
CLASSIFICATION:	Band 9
DIRECTORATE:	Communications/Production
BUSINESS UNIT:	Public Relations
REPORTS TO:	CEO

1.1. Position Objective

Contribute to the communication process within Bilby region through the management of public relations to the community, in accordance with Council's strategic communication plans.

1.2. BSC Values

Employees of the Bilby Shire Council are recognised and rewarded on their contribution to Customer Service, commitment to Teamwork, display of Leadership and demonstration of Initiative.

1.3. Position summary

This is a leadership role that requires professional media manager with substantial direct experience in the media and a solid track record in publicity generation and issues management for corporate or similar organisations.

The right candidate will be a proactive adviser, sound communications strategist and a good leader capable of motivating and managing a professional team.

A background in a similar council role, Government media team or a senior corporate media job is ideal. Candidates in current media roles are encouraged to apply if their ability and seniority is compatible with the demands of the position.

Ability to manage corporate communications and associated products and projects across print, web and all forms of electronic and new media is essential.

Organisational Accountabilities

- Where applicable, provide a healthy and safe workplace for staff and/or students under your control, including adequate instruction, information, supervision and training for them to perform their work in a safe manner.

- Contribute to a healthy and safe environment for yourself and others and comply with all safe working procedures and instructions including RMIT policies and procedures.
- Embrace diversity and equity across the workforce; encourage cross-cultural awareness and understanding and produce an environment that is culturally sensitive, inclusive and socially responsible.
- Acknowledge, appreciate and encourage differences, valuing people for their skills, competencies, and contribution to council's continuing success.

Key Accountabilities

1. Lead the corporate media and external and internal communication strategies, aligned with the council's brand positioning
2. Provide strategic media and communications advice and support to the CEO and Public Relations unit staff
3. Advise the council on managing public issues and directly undertake media/issues management
4. Develop and maintain a broad network of media contacts in media related to council issues.
5. Through effective communications and activities, assist with the management of relationships with key media, government, industry and stakeholders.
6. Develop diverse and interactive internal communication channels in support of council and internal initiatives and recognition of council achievements
7. Manage the production of high quality corporate promotional materials – including print, sound and vision files, electronic and web based items

Key Selection Criteria

1. **Leadership capacity** to plan and implement a media and communications strategy aligned with the council's brand objectives; and to direct a professional communications team in the interests of the council's strategic agenda;
2. **Diverse communications skills** including media knowledge, liaison skills, media release planning and preparation, story identification, media coaching skills, speech-writing, copywriting, online skills, internal communications skills;
3. **Ability to advise leadership** on managing public issues and directly undertake media/issues management;
4. **A broad network of media contacts** in relevant media in government and industry;
5. **Effective internal communications skills** and techniques such as timing, content preparation and ability to develop diverse and interactive internal communications channels;
6. **Ability to produce and edit** documents, sound and vision files, electronic and web-based items and other materials to a high standard, plus direct, select and lay out photographs, other digital materials and copy.

Qualifications

- Tertiary qualification in an appropriate field (eg. Journalism, public relations, communications) or substantial and relevant experience.
- Experience in a communications and/or high-level editorial management role plus experience in managing major issues.