

JOB DESCRIPTION

TELETHON KIDS INSTITUTE



Why is this Job Description being written?		<input type="checkbox"/> New Position <input checked="" type="checkbox"/> Replacement Position <input type="checkbox"/> Position re-designed <input type="checkbox"/> Position not previously described		
POSITION DETAILS:	Position Title:	SENIOR COMMUNICATIONS OFFICER (MEDIA)		
Division	Administration and Professional Services	Department	Communications & Development	
Position reports to: (role)	Communications Manager			
Location: include all possible locations	100 Roberts Road Subiaco			
POSITION PURPOSE: In one or two sentences briefly summarise the overall purpose of this role, i.e. broadly, what this role does and why				
To drive the media and public profile of the Telethon Kids Institute while delivering the goals of the strategic plan. This includes developing media plans for specific research projects, strategic advice and support to the Institute leadership team and senior researchers, and producing engaging news content (print and video) for the website and other publications. The role will also develop media, communications and presentation skills of Telethon Kids staff.				
KEY RESPONSIBILITY AREAS (Please list in order of importance)				
Key Position Accountabilities What are the main areas for which the position is accountable	% of Total Role	Inputs: What are the key activities or tasks to be carried out?	Outputs: What are the expected end results?	Measures: How it is measured

Media	50%	<ul style="list-style-type: none"> • Manage day to day media liaison – inc sourcing and preparing interview talent, responding to requests, assisting with story development and onsite management of media crews • Production/writing of media releases to promote research and increase institute profile and awareness • Maintain positive relationships with media outlets and journalists to enhance media coverage and develop proactive media ideas • Provide media, presentation and communication training for internal staff • Develop innovative tools to enhance institute profile and reach 	<ul style="list-style-type: none"> • Strong positive relations with media outlets • Strong media presence for Telethon Kids • Media releases written/distributed • Stories developed and supported • Researchers media-ready • Maintain and enhance video profile 	<ul style="list-style-type: none"> • Feedback from media partners/public/researchers • Media hits and successes
Content creation	30%	<ul style="list-style-type: none"> • Use research news to develop regular print and video content for external publications, newsletters and digital channels including social media, YouTube and the website • Create engaging content for communications materials to support other business units. Eg: Fundraising 	<ul style="list-style-type: none"> • Regular content published externally and on social media • Well created content advertising the Institute a 	<ul style="list-style-type: none"> • The Institute’s presence in media • Feedback from public/researchers • Success in fundraising through online presence
Social media	15%	<ul style="list-style-type: none"> • Contribute to the management of the Institute’s social media accounts including Facebook, Twitter and LinkedIn • Contribute to social media content • Assist researchers in developing their online and social media profiles 	<ul style="list-style-type: none"> • Well managed social media accounts • Regular content updated in social media • Staff profiles regularly updated online 	<ul style="list-style-type: none"> • Researchers are profiled well online and in the media • Feedback from Researcher • Institute well profiled online and in social media
Team Planning	5%	<ul style="list-style-type: none"> • Contribute to the strategic planning and regular meetings of the Communications and Development Team 	<ul style="list-style-type: none"> • Be involved in the development of communication activities and events that help the institute deliver on its strategic goals 	<ul style="list-style-type: none"> • Support a strong and efficient communications team • Feedback from People leaders, ILT and staff

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE:

<p>Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role</p>	<ul style="list-style-type: none"> • Relevant tertiary qualification or equivalent experience in journalism, public relations or communication fields 		
<p>Skills, Knowledge & Experience:</p>	<ul style="list-style-type: none"> • Minimum of 5 years demonstrated experience in journalism, public relations or communications role • A passion for telling a good news story • A genuine interest in science and health research and how it impact on children and families • Demonstrated experience in developing and implementing communications strategies • Ability to recognize emerging issues and respond • Extensive experience in media management and knowledge of the media (including a portfolio of contacts and experience in story development and management) • Strong project management skills (prioritization, organization) • Strong interpersonal skills (ability to liaise, report and coordinate across various levels of the organization as required) • Excellent and creative written and verbal skills (including media release writing / article writing) with strong attentional to detail and editing skills • Highly developed digital literacy (understanding of various platforms including word processing, social media, content management systems)Ability to work independently and set priorities • Ability to work as part of a team • Flexibility in order to work with media deadlines 		
<p>DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE:</p>			
<p>Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role</p>			
<p>Skills, Knowledge & Experience:</p>	<ul style="list-style-type: none"> • Demonstrated understanding of/or experience with research/health/non-profit organisations • Video production skills, including video editing, talent management, interviewing and scripting 		
<p>SCOPE:</p>			
<p>Financial accountability: Does this role have accountability for a budget? No</p>			
<p>People responsibility: Does this role have any direct reports or indirect reports (through direct reports)?</p>			
<p>No. of direct reports</p>	<p>0</p>	<p>No. of indirect reports</p>	<p>0</p>

ORGANISATIONAL CHART: (please complete using position titles or insert diagram below)

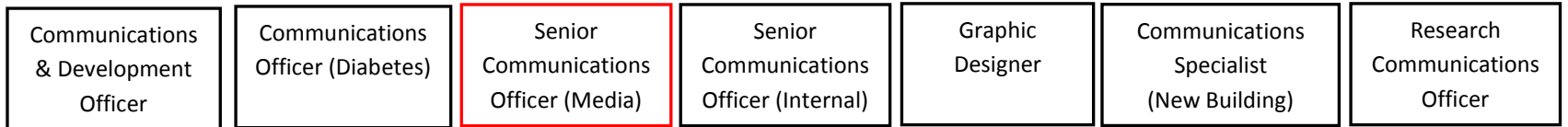
Next level of supervision

Director of Communications & Development

Immediate level of supervision

Communications Manager

Other roles reporting to immediate supervisor



Direct reports
(role x no.)

ADDITIONAL INFORMATION: is there any additional information that needs to be understood to explain this role?