

# JOB DESCRIPTION

<b>Position Title</b>	Senior Communications Officer (Media & Video)	<b>Level</b>	B
<b>Reports to (role)</b>	Manager, Media and Content		
<b>Team</b>	Communications and Development		
<b>Location</b>	Telethon Kids Institute, Perth Children’s Hospital, 15 Hospital Ave, Nedlands		

## PURPOSE OF POSITION

The purpose of this role is 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 (with a focus on video) for the website and other publications. The role will also develop media, communications and presentation skills of Telethon Kids staff.

## KEY RESPONSIBILITIES

Key Responsibilities	Tasks required to achieve Key Responsibilities	Measures
<b>Media</b>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Production/writing of media releases to promote research and increase institute profile and awareness</li> <li>• Maintain positive relationships with media outlets and journalists to enhance media coverage and develop proactive media ideas</li> <li>• Provide media, presentation and communication training for internal staff</li> <li>• Develop innovative tools to enhance institute profile and reach</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from media partners/public/researchers</li> <li>• Media hits and successes</li> </ul>

<b>Content creation</b>	<ul style="list-style-type: none"> <li>• Use research news to develop regular print and video content for external publications, newsletters and digital channels including social media, Youtube and the website</li> <li>• Create engaging content for communications materials to support other business units, eg Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from internal and external stakeholders.</li> <li>• Timely and quality delivery of activities.</li> <li>• Constant up-to-date content.</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>• Contribute to social media content</li> <li>• Assist researchers in developing their online and social media profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent and accurate branding.</li> <li>• Increased recognition.</li> </ul>
<b>Team planning</b>	<ul style="list-style-type: none"> <li>• Contribute to the strategic planning and regular meetings of the Communications and Development Team</li> </ul>	<ul style="list-style-type: none"> <li>• Support a strong and efficient communications team</li> <li>• Feedback from People leaders, ILT and staff</li> </ul>
<b>Workplace Safety</b>	<ul style="list-style-type: none"> <li>• Take reasonable care for your own safety and health and avoid harming the safety and health of others through any act or omission at work.</li> <li>• Identify and assess workplace hazards and apply hazard controls.</li> <li>• Report every workplace injury, illness or near miss, no matter how insignificant they seem.</li> <li>• Abide by Telethon Kids Institute policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Responsibilities are embedded in work practices.</li> <li>• Hazards are effectively managed or reported.</li> <li>• Accidents and incidents are reported in a timely manner.</li> <li>• All applicable safety policies and procedures are sought, understood and implemented.</li> </ul>

## ESSENTIAL CRITERIA

<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• Relevant tertiary qualification or equivalent experience in journalism, public relations or communication fields</li> </ul>
<b>Essential Skills, Knowledge &amp; Experience:</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 years demonstrated experience in journalism, public relations or communications role</li> <li>• Extensive experience in media management and knowledge of the media (including a portfolio of contacts and experience in story development and management)</li> <li>• A passion for telling a good story</li> <li>• Excellent and creative written and verbal skills (including media release writing / article writing) with strong attentional to detail and editing skills</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience in producing, shooting and editing video story content</li> <li>• A genuine interest in science and health research and how it impact on children and families</li> <li>• Ability to recognize emerging issues and respond</li> <li>• Strong project management skills (prioritization, organization)</li> <li>• Strong interpersonal skills (ability to liaise, report and coordinate across various levels of the organization as required)</li> <li>• Highly developed digital literacy (understanding of various platforms including word processing, social media, content management systems)</li> <li>• Ability to work independently and set priorities as well as work as part of a team</li> <li>• Flexibility in order to work with media deadlines</li> </ul>
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<b>DIRECT REPORTS</b>	Nil
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<b>Approved by:</b>	Senior Manager, Communications
<b>Date approved:</b>	11 April 2019
<b>Reviewed by P&amp;C:</b>	11 April 2019