

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Media & PR Officer Level: 5
 Faculty/Division: Planning, Marketing & Communications Division,
 Office of the Senior Deputy Vice Chancellor
 Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The Media & PR Officer is responsible for the implementation and coordination of university-wide media and profiling initiatives including the writing of media releases, coordinating media events and managing media enquiries – all of which contribute to positioning the University as a leader in research and teaching.

Taking direction from the Media & PR Manager, the Media & PR Officer works across the organisation liaising with internal stakeholders including the Executive, Faculties, Schools and Research Groups, to implement media and PR tactics, ensuring activities have the desired impact.

Position Environment: (Optional)

The Media & PR Officer position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI's, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW's brand and reputation, and all aspects of the University's marketing, communications and media-relations activities. By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW's strategy.

Major Responsibilities:

	Tasks	Outcomes	Percentage of time
1.	Assist Media & PR Manager to coordinate institutional media work including the writing of media releases, media events and coordinating media enquiries.	Effectively contribute to media and PR activities that support the University's brand, positioning and operational objectives.	20%
2.	Write content for websites, PR campaigns, publications and newsletters.	Content creation is on brief and aligned to UOW business objectives.	20%
3.	Proactively build strong working relationships with internal stakeholders ensuring opportunities to promote the University's achievements and initiatives are identified and maximised.	Increase media awareness of the University, gaining widespread and positive media coverage.	10%
4.	Assist Media & PR Manager manage key media relationships and provide official responses directly to the media as required.	Relationships are well managed and opportunities are maximised. UOW is accurately represented in the media.	10%
5.	Monitor media environment for coverage and opportunities, providing Media & PR Manager with information regarding UOW media coverage and profiling, providing reports and updates.	UOW's Media and PR coverage is tracked, reported and management is informed of activities.	10%
6.	Maintaining and coordinate the University's Media website, database of expertise and media photo database.	Assets are well managed and aligned to UOW business objectives.	10%
7.	Manage Media team's web and social media presence through channels such as Facebook and Twitter.	Online activities support the University's brand, positioning and operational objectives.	10%
8.	Collaborate with the SMC team and other internal stakeholders to ensure media and reputational priorities are consistent.	Media activities support institutional marketing activities.	10%
9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
10.	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Media & PR Manager
The position supervises the following positions:	Nil
Other Key Contacts:	Media & Journalists Photographers/Consultants/Videographers Faculty/Division/Research Unit Liaisons Senior Management Marketing staff within SMC

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent written and oral communication skills.
- Excellent proof reading skills and attention to detail.
- Demonstrated working knowledge of Microsoft office suite.
- Demonstrated working knowledge of PhotoShop.
- Demonstrated ability to work well under pressure/handle several projects at once.
- Demonstrated ability to deal with clients independently and liaise with contacts at all levels.
- Demonstrated understanding and application of key marketing communications principles

Desirable:

- Knowledge of media and PR trends in the Higher Education sector.
- Project management skills.

SELECTION CRITERIA - Education and Experience:

Essential:

- Bachelor Degree in Journalism, Media, Communications or a related discipline, or equivalent relevant experience and professional development.
- Demonstrated experience developing and implementing media and PR strategies.
- Demonstrated experience in writing for various media and audiences.
- Demonstrated experience working with photographers/videographers to capture marketing communications images.
- Demonstrated experienced in implementing and managing digital communications channels including website and social media content maintenance.

Desirable:

- Experience working in a PR/Communications agency or internal media relations department.
- Demonstrated experience in managing social networking communities on platforms such as Facebook, YouTube, Twitter, LinkedIn.

Personal Attributes:

- Effective time management skills.
- Initiative, enthusiasm and a positive attitude.
- Excellent communication skills.
- Able to work in a team environment
- Ability to influence others.
- Ability to maintain confidentiality with well developed qualities of tact and discretion.

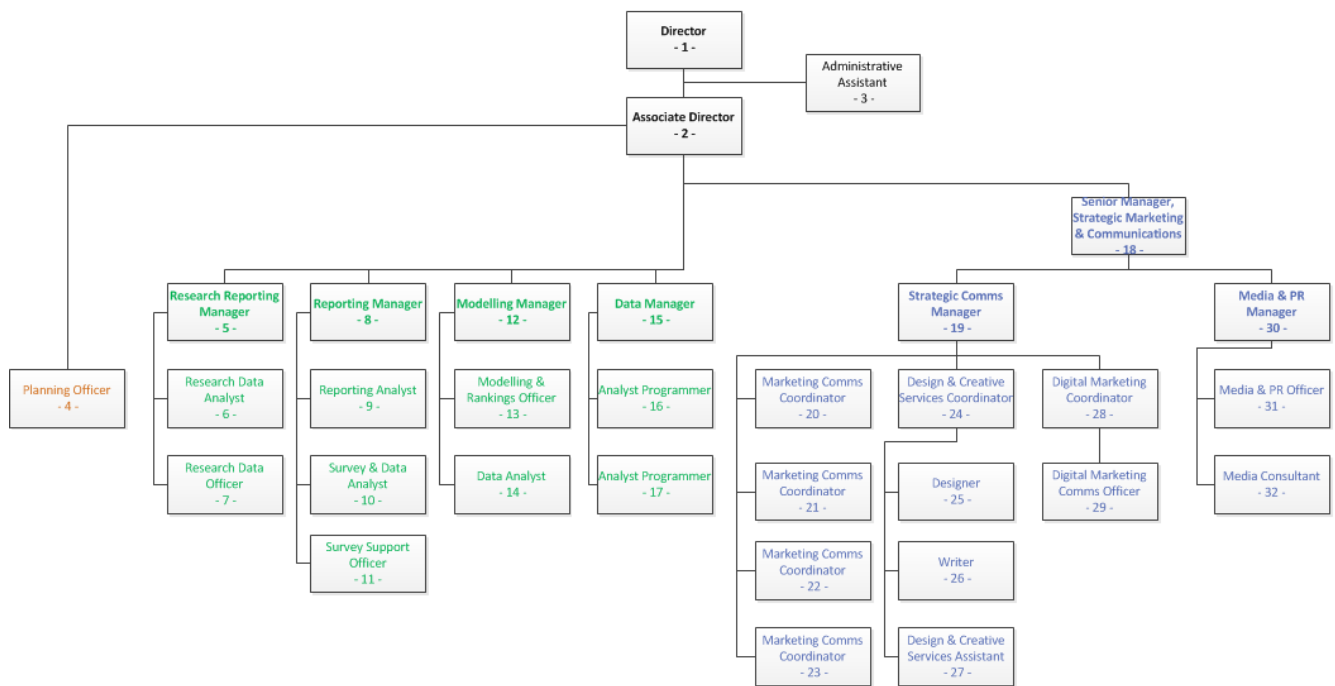
Special Job Requirements:

The Media and PR Officer may be required to travel and work extended hours from time to time.

Organisational Chart:

Planning, Marketing & Communications Division

Organisation Chart



Strategic Planning Unit

Reporting, Rankings & Reputation Unit

Strategic Marketing & Communications Unit

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____