

# Position Description

<b>Position title:</b>	Media and Editorial Manager, Communications and Information Division
<b>Date established:</b>	May 2018
<b>Reports to:</b>	Chief Communications Officer
<b>Direct reports:</b>	Events and Administration Coordinator
<b>Employment status:</b>	Maximum -term contract – 3 (three) years, full-time, with possibility of extension. Part-time option of minimum 0.6 FTE available for successful candidates.

## Background

The Sax Institute is a leading Australian expert in helping decision makers find and make best use of research to solve real-world health and social problems.

We connect individuals and organisations with research, we build research platforms that generate new knowledge for use in decision making, and we lead thinking and knowledge around how to ensure more research has a real-world impact.

We are not a research institute but rather, a transformative organisation established to develop innovative ways of better connecting knowledge from research with those who can use it.

## Purpose of position

This position sits within the Institute's Communications and Information team and is integral to the Institute being able to deliver high-quality communications to our various audiences.

This position reports to the Chief Communications Officer (who heads the Communications and Information Division) and plays a key role in helping the Institute maintain and raise its national and international profile.

The Media and Editorial Manager is responsible for managing the Institute's media activities and relationships, and plays a key part in communications activities more broadly by writing and editing content and managing editorial projects.

The person occupying this role will display significant drive and creativity, and will be pro-active in offering ideas and suggestions for both internal and external communications. The person in this position will be capable of taking the lead on multiple projects and be skilled at developing and maintaining strong relationships with both internal and external stakeholders. He or she may be asked to take on a leading role when the Division Head is not in the office (on leave or away from the office).

## Key accountabilities

Key accountabilities	Performance expectations
Media liaison	<ul style="list-style-type: none"> <li>• Prepare and disseminate timely, accurate and effectively written media releases and other media materials as required, in a way that protects and enhances the Institute's reputation</li> <li>• Take the lead role in liaising with media to promote and explain media releases and associated products and content, working outside normal business hours as required</li> <li>• Ensure media embargoes are appropriately timed for maximum traction and breaches are addressed in a timely fashion</li> </ul>

Key accountabilities	Performance expectations
<b>Communications and profile management</b>	<ul style="list-style-type: none"> <li>• Lead media activities across the Institute's divisions and programs</li> <li>• Conduct communications training for, and provide communications advice to, divisions and programs of the Institute</li> <li>• Identify communications opportunities for the Institute and compile and execute project-specific communications plans and campaigns aligned with Sax Institute corporate priorities</li> <li>• Play an integral role in implementing the Institute's communications strategy, and an integral role in developing and executing the Institute's crisis communications strategy</li> </ul>
<b>Content management</b>	<ul style="list-style-type: none"> <li>• Prepare well-written, targeted corporate communications materials, including fact sheets, speeches and briefing notes, backgrounders, opinion pieces and blogs, and marketing collateral</li> <li>• Provide oversight on social media at the Institute, working closely with the Digital Communications Officer to ensure social media activities and strategies are integrated, effective, strike the right tone and are appropriately targeted</li> <li>• Review communications materials for publication/dissemination, ensuring they are high quality, and align with corporate messaging and style</li> </ul>
<b>Horizon scanning</b>	<ul style="list-style-type: none"> <li>• Play a key role in environmental/horizon scanning, identifying developments that present opportunities or risks for the Institute</li> </ul>
<b>Stakeholder management</b>	<ul style="list-style-type: none"> <li>• Assist the Chief Communications Officer with establishing and maintaining key political relationships at federal and state levels</li> <li>• Identify and manage relationship building communications activities to engage our key stakeholders/partners</li> </ul>
<b>Supplier management</b>	<ul style="list-style-type: none"> <li>• Act as the relationship custodian with suppliers of the Institute's media monitoring services (and manage other supplier relationships as required)</li> </ul>

## Qualifications, Skills, Experience and Personal Qualities

### Selection criteria - Essential

To be successful the Media and Editorial Manager should demonstrate the following technical and behavioural competencies:

#### Technical

- Ability to translate complex information into engaging and accurate communications for both professional and general audiences
- Ability to take the initiative and independently identify Institute media needs and opportunities and proven track-record of developing successful relationships and partnerships with media contacts
- In-depth knowledge of and/or experience in the Australian media landscape, including at least five years' experience in a media/communications role

- Demonstrated record in developing and implementing successful and powerful communications messages and activities
- Outstanding verbal and written communication skills and attention to detail, particularly in relation to fact checking and proof reading
- Strong understanding of and experience in digital communication and the importance of integrated communication strategies
- Proven track record in building and sustaining positive business relationships internally and externally at an executive level and a demonstrated client-focused approach
- Excellent organisational skills and ability to manage multiple concurrent projects with tight deadlines
- Understanding of the importance of design and aptitude for visual communication.
- Ability to operate effectively in Word, PowerPoint and Excel.

#### **Behavioural**

- High attention to detail
- Willingness to learn new technologies as the need arises
- Initiative
- Team player
- Excellent stakeholder engagement skills
- Professional presentation at all times
- Lateral thinking.

#### **Selection criteria – Desirable**

- Experience in health communications
- Well-developed staff management skills
- Understanding of content management systems
- A working knowledge of Adobe products such as Photoshop and InDesign
- Demonstrated knowledge of crisis communications

#### **Challenges**

- Dealing with multiple stakeholders and competing timelines
- Using effective communication techniques to explain communications processes and outputs to non-communications staff and manage expectations.

#### **Key stakeholders and relationships**

- Sax Institute Executive, Division Heads, Program Managers and administrative staff.