

POSITION DESCRIPTION – General Staff
For levels 6/7 and above

Position Title: Media and PR Manager Level: 8/9
 Faculty/Division: Planning, Marketing & Communications Division
 Office of the Senior Deputy Vice Chancellor
 Department/Location: Strategic Marketing & Communications

Primary purpose of the position:

The UOW Media and PR Manager is responsible for the development, implementation and evaluation of the University's media and public relations strategy, as well as supporting content creation across the University's communications and digital media platforms. The strategy, which contributes to positioning UOW as a leader in research and teaching, reaches external stakeholders, alumni, staff, current and future students. The position involves the management of a small team who liaise with internal stakeholders including the Executive, Faculties, Schools and Research Groups, to implement media and PR tactics, ensuring activities have the desired impact.

This position is responsible for all aspects of the University's range of media and public relations initiatives including management of:

- Media relations
- Profiling and strategic public relations activities
- Media monitoring and reporting
- Media relations advice to members of the UOW Senior Executive
- Internal Communications
- Crisis Communications
- Development of photography, video, social media initiatives and multimedia content to promote the University.

Position Environment:

The Media & PR Manager 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 Deputy 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 Accountabilities/Responsibilities:

	Tasks	Outcomes	Percentage of time
1	Manage and motivate the Media and PR Team to provide a highly professional, efficient and effective service that will maximise UOW's media presence and profiling opportunities.	Team delivers, facilitates and contributes to the implementation media and PR activities that support the University's brand, positioning and strategic objectives.	15%
2	Develop, implement and monitor media and PR strategies to support the promotion and profiling of UOW's staff, students, activities and research.	Effectively contribute to media and PR activities that support the University's brand, positioning and strategic objectives.	15%
3	Oversee the development and strategic distribute content to the full range of international, national and regional media outlets, proactively seeking profiling opportunities that support UOW's objectives and initiatives.	Increase media awareness of the University, gaining widespread and positive media coverage.	15%
4	Research and author content for UOW's website, corporate profiling documents, newsletters, social media sites and digital media channels. Ensure content is leveraged across all channels.	Content creation is on brief and aligned to UOW business objectives and fully leveraged across appropriate media channels.	10%
5	Proactively develop and manage relationships with key partners including media outlets, PR agencies and contractors.	Increase media awareness of the University, gaining widespread and positive media coverage.	10%
6	Forecast and manage issues as they arise by formulating appropriate communication responses and by providing media relation advice to members of the UOW Senior Executive.	Executive are informed and assisted.	10%
7	Support UOW spokespeople through the development of media messaging, briefing notes and act as a media spokesperson when required.	Effective support is given as needed.	10%
8	Supervisory roles: Communicate and consult with staff on workplace and staffing matters	To foster direct relationships with staff and enhance engagement with the organisation.	5%
9	Evaluate and report on the reach and impact of media activities through regular media monitoring.	UOW's Media and PR coverage is tracked, reported and management is informed of activities.	5%
10	Develop appropriate project budgets and effectively manage resources within that budget.	Effective financial and resource management.	5%
11	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
12	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:	Senior Manager, Strategic Marketing and Communications
The position supervises the following positions:	Media & PR Coordinator Media & PR Consultants Freelance photographers, videographers, web developers and writers as engaged
Other Key Contacts:	Director Planning, Marketing and Communications Executive Director Planning, Marketing and Communications Senior Deputy Vice Chancellor Vice Chancellor UOW Senior Executive Executive Deans Faculty Executive Managers UOW Directors and Senior Managers Strategic Communication Manager UOWD Marketing Manager Media, Marketing and PR contacts within UOW's Faculties and Divisions Australia-wide and international journalists and program producers

Key Relationships:

Contact/Organisation:	Purpose & Frequency of contact
VC, UOW Senior Executive and Executive Deans	Briefings. Provide media and PR advice
Senior Academics/Researchers/Directors/Marketing Team	Provide media and PR advice and develop media/PR strategies
UOW divisions	Media and PR initiatives as required
External suppliers	Project work as necessary
Australia-wide and international journalists and program producers	Push UOW Media and PR Opportunities

Key Challenges:

1. Coordinating multiple stakeholders and influencing the alignment of media and PR activities and priorities.
2. Devising creative media and PR solutions in a highly competitive and crowded marketplace.
3. Keeping abreast of all UOW activities and initiatives.
4. Targeting new media markets and building new relationships.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent verbal and written communication skills and experience in writing media releases, articles and externally focused communications for a range of audiences and media channels.
- Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
- Computer literate with demonstrated ability to use, Photoshop, a web CMS, and social networking channels.
- Demonstrated interpersonal skills in order to liaise effectively with senior staff and influence staff at all levels of the organisation.
- Knowledge and issues facing the higher education sector.

SELECTION CRITERIA - Education & Experience:

Essential:

- Relevant tertiary qualifications and workplace based experience in media, PR and/or communications.
- Demonstrated leadership and management of a media, communications and PR function within a large organisation.
- Experience in developing and implementing media and PR strategies to achieve specific aims and objectives.
- Experience in crisis and issues management.
- Experience in managing media and PR content creation and distribution across a range of media channels.
- Experience in stakeholder liaison with strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy.

Personal Attributes:

Essential:

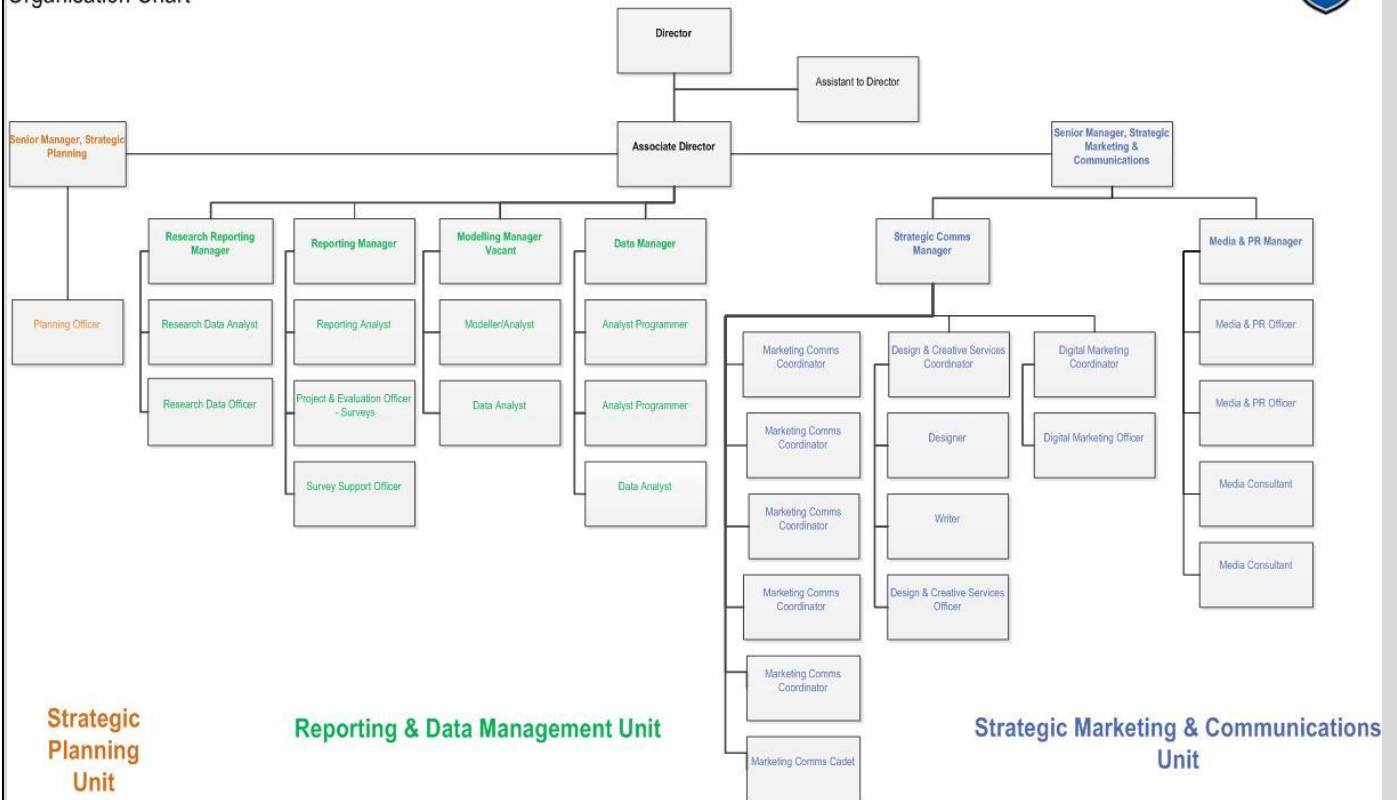
- Ability to adapt to address emerging priorities and work effectively under pressure.
- Collaborative and inclusive communication style.
- Strong personal initiative and motivation.
- Ability to maintain confidentiality.

Special Job Requirements:

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

Organisational Chart:

Planning, Marketing & Communications Division Organisation Chart



With titles – last amended 21/10/2013

Approval:

Approved by Head of Unit:

Date:

Approved by Human Resources:

Date:
