

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

Position Title: Media Manager

Level: 8/9

Division: Office of the Deputy Vice Chancellor (Global Strategy) Department: Strategic Marketing & Communications

Primary purpose of the position:

The UOW Media 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 modern, innovative leader in research and teaching, aims to extend the international reputation of UOW by earning and influencing exposure and by connecting the media with UOW's experts.

The position involves the management of a team who liaise with internal stakeholders including the Executive, Faculties, Schools and Research Groups, to implement media and communication tactics, ensuring activities have the desired impact.

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

- Working with stakeholders across the University to identify stories and pitch them to the media;
- Responsible for all media enquiries and coordinating appropriate responses;
- Managing, monitoring and producing content for UOW official Social Media channels and Homepage;
- Media monitoring and reporting;
- Planning and executing communications to support strategic projects;
- Working with internal stakeholders to develop key messages and communications plans for key initiatives;
- Liaising with the senior executive on sensitive issues, risk management & crisis communications.

Position Environment:

The position is located in the Strategic Marketing and Communications Unit, which is sponsored by the Deputy Vice Chancellor (Global Strategy).

The Strategic Marketing and Communications Unit exists to develop and implement university-wide messages and strategies to position UOW effectively within the marketplace, and to support the delivery of initiatives which meet the objectives of the University's Strategic Plan.

To achieve this the Unit leads high-level corporate marketing across owned, paid, earned and social media channels. This activity is aimed at increasing brand awareness and ensuring brand messages are communicated effectively to a wide range of stakeholder groups.

The Unit coordinates the University's corporate communications and public relations, which form a foundation for portfolio specific communication activities, led by individual Divisions.

Corporate communications and media relations efforts also support targeted student recruitment marketing by raising awareness of the brand across both domestic and international markets. Faculties augment this student marketing with discipline-specific messaging and knowledge.

Major Accountabilities/Responsibilities:

	Tasks	Outcomes	Percentage of time
1	Leadership and Strategy Develop, implement and monitor media and PR strategies to	Team effectively facilitates and contributes to the implementation	30%

	support the promotion and profiling of UOW's staff, student, and research activities. Manage and motivate the Media Team to provide a highly professional, efficient and effective service that will maximise UOW's media presence and profiling opportunities.	media and communication activities that support the University's brand, positioning and strategic objectives.	
2	Media Relations Proactively develop and manage relationships with media, proactively seeking profiling opportunities that support UOW's objectives and initiatives nationally and internationally.	Increase media coverage, gaining UOW widespread and positive media coverage.	25%
3	Reputation Management Media and social media monitoring and responding to media and online inquiries, 24/7. Forecast and manage issues as they arise. Liaising with the senior executive on sensitive issues, risk management & crisis communications strategies and plans.	UOW's brand and reputation is monitored and protected. Issues are effectively managed with internal and external stakeholders.	25%
4	Content Creation and Curation Plan, coordinate and curate content for UOW's website, corporate profiling documents, newsletters, social media and digital media channels. Ensure content is strategic and effectively leveraged across all channels.	Content creation is aligned to UOW business objectives and fully leveraged across appropriate media channels.	10%
5	Reporting Evaluate and report on the reach and impact of media activities through regular media and social media monitoring.	Coverage is tracked, reported and management is informed of activities.	5%
6	Budget Management Develop appropriate project budgets and effectively manage resources within that budget.	Effective financial and resource management.	5%
7	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
8	Have WH&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 Officers x 3 Media Consultant x 1 Photo/Video Journalist x 1 Freelancers or casuals as engaged
Other Key Contacts:	Senior Deputy Vice Chancellor (Global Strategy) Vice Chancellor Director Government Relations UOW Senior Executive Executive Deans Faculty Executive Managers UOW Directors and Senior Managers Communication Managers in SMCU Media, Marketing and PR contacts within UOW's Faculties and

	Divisions Media contacts
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Key Relationships:

Contact/Organisation:

VC, UOW Senior Executive and Executive Deans
Senior Academics/Researchers/Directors/Marketing Team
UOW divisions
External suppliers
Australia-wide and international journalists and program producers

Purpose & Frequency of contact

Briefings. Provide media and PR advice
Provide media and PR advice and develop media/PR strategies
Media and PR initiatives as required
Project work as necessary
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.

Desirable:

- Demonstrated leadership and management of a media, communications and PR function within the higher education sector

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

Organisational Chart:

Organisational chart will be available at interview.

The position reports the Senior Manager, Strategic Marketing & Communications and involves the management of a team of Media Officers and a Photo Video Journalist.

Roles and Responsibilities in Relation to Workplace Health and Safety:

The University of Wollongong is committed to providing a safe and healthy workplace for its workers, students and visitors. All members of the University community have a collective and individual responsibility to work safely and be engaged in activities to help prevent injuries and illness.

In addition to the major accountabilities/responsibilities required for your position, you also hold the following roles and responsibilities in relation to Workplace Health and Safety:

All Staff

- Take reasonable care for your health and safety as well as others.
- Comply with any reasonable instruction by the University.
- Cooperate with any reasonable policies and procedures of the University including reporting of hazards or incidents via the University reporting process.
- Certain staff have specific responsibilities for Work Health and Safety (WHS), further information is available in the document [Roles And Responsibilities for WHS](#) and [WHS Management System](#).
- Ensure work area, equipment and practices are compliant with applicable legislation, standards, codes of practice and University guidelines.
- Ensure risk management activities are undertaken to minimise WHS risk including hazard and incident reporting, risk assessment and safe work procedures.
- Provide the necessary instruction, information, induction, training and supervision to enable work to be carried out safely.
- Ensure Work Health and Safety (WHS) activities and requirements are implemented for area as outlined in the [Roles And Responsibilities for WHS](#) and [WHS Management System](#).

Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.