

DEPUTY DIRECTOR, MEDIA AND CORPORATE RELATIONS  
POSITION DESCRIPTION

<b>Position Title:</b>	Deputy Director, Media and Corporate Relations		<b>Position Number:</b>	<b>Faculty/Division:</b> Division of the Vice-Chancellor and President
<b>Classification:</b>	HEO10	<b>No. Direct Reports</b>	<b>6</b>	<b>School/Branch:</b> External Relations Portfolio
<b>FTE:</b> 1.0	<b>Reports to: (Title)</b> Director, Partnerships & Corporate Relations	<b>&amp; Highest Classified Position:</b> HE07	<b>Fixed</b> <input type="checkbox"/>	<b>Continuing</b> <input checked="" type="checkbox"/>
<b>Discipline/Unit:</b> Partnerships & Corporate Relations				
<b>Position Summary:</b>	<p>The Deputy Director, Media &amp; Corporate Relations is responsible for the design, development and implementation of the University's corporate-level communications strategy for the media, and for servicing the communications and publications needs of Advancement Office and Partnerships and Corporate Relations Office.</p> <p>The Deputy Director leads a team that crafts key communications for the media, as well as publications and communications for the University's alumni, donors, and leading stakeholders in the external community. The Deputy Director works in close collaboration with, and provides high-level advice to, the Vice-Chancellor, the senior management including the Deputy Vice-Chancellors and Executive Deans, and with the Directors of the Advancement and Partnerships and Corporate Relations Office, to ensure media and public relations activity is integrated across all University channels.</p>			
<b>Position Characteristics:</b>	<b>Scope</b>	<p>Working under broad direction, the Deputy Director will build collaborative relationships with key stakeholders internal and external to the University, whilst leading the team to deliver integrated communication strategies and publications that build social and political capital and maximises opportunities to positively profile the University of Adelaide.</p> <p>In undertaking the role, the Deputy Director provides advice to the Vice Chancellor and senior management to identify strategic use of the media to achieve the University's business outcomes and to assist in development of agreed communication strategies. As a strategic and operational leader, the Deputy Director builds a culture of collaboration, creativity, excellence, mutual accountability and professional respect.</p>		
	<b>Significant internal/external relationships</b>	<p>Vice-Chancellor and Vice Chancellor's Office</p> <p>University Senior Management and Academics at all levels across the University</p> <p>Internal and external Marketing and Communications representatives</p> <p>External media organisations and professional bodies, both Australian and International</p> <p>Directors of the Advancement Office, Partnerships and Corporate Relations Office, and the Marketing and Communications Branch</p>		
	<b>Special conditions</b>	<p>Reasonable workplace adjustments will be made for people with a disability. Some after hours and weekend work will be required. Intra and interstate travel may be required.</p>		

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	Delegations		Relevant HR and Financial delegations as prescribed to this position in the University's delegations.
<p><b>Key Responsibilities and Outcomes</b></p> <p>Describe the key responsibilities and outcomes required for the role in the normal course of work</p>	1	Expert Advice	<ul style="list-style-type: none"> <li>▪ Ensure media and public relations activity is integrated across all University channels and that the University's presence is owned, earned and shared external channels are maximised.</li> <li>▪ Lead the delivery of corporate communications initiatives that manage risk and drive advocacy from internal and external stakeholders.</li> <li>▪ Lead the development of corporate communication and media strategies and programs that increases the share of effective media voice and strengthen key stakeholder relationships.</li> <li>▪ Plays a key role in issues management, through the development of effective crisis communications under the Vice Chancellor's and senior leadership, and providing high-level advice to senior staff on issues management and crisis communications as required.</li> </ul>
	2	Planning and Innovation	<ul style="list-style-type: none"> <li>▪ Prepare media and public relations plans that support the University's strategic objectives, nationally and internally.</li> <li>▪ Contribute to the development of the University's Social Media and emerging digital channels strategy, to drive positive engagement from social communities.</li> <li>▪ Develop and manage the Vice-Chancellor's media profile and relationships with media organisations.</li> <li>▪ Support the Vice-Chancellor's deliver key University messages via multiple media channels, including emerging social media platforms.</li> <li>▪ Design and implement evaluation protocols for media and public relations initiatives to ensure a continuous review and improvement program for media and public relations activities.</li> <li>▪ Lead the development of an integrated and coordinated media and communications strategy for the University that supports the strategic objectives and enhances the University's reputation.</li> <li>▪ Stay abreast of major trends and best practice in media, communications and public affairs, new and emerging communication technologies and issues facing the higher education environment.</li> <li>▪ Ensure faculty media and public relations activity is proactive, aligned, coordinated across the University and is innovative in responding to changes in technology and channels</li> <li>▪ Foster a culture of innovation and continuous improvement by encouraging and actively contributing to the development and review of policies, procedures and business systems to ensure they enable highly effective business practices.</li> </ul>
	3	People Management and Leadership	<ul style="list-style-type: none"> <li>▪ Lead, mentor and manage a professional media, communications and publications team employing best practice processes and outcome-oriented service delivery.</li> <li>▪ Build a culture of innovation, creativity, excellence, collaboration, mutual accountability and professional respect.</li> <li>▪ Contributes towards leadership and accountability for shaping and delivering University</li> </ul>

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			<p>outcomes through the generation of University-wide strategies, policies and targets delivered by and through people, investment, governance and brand identify.</p> <ul style="list-style-type: none"> <li>▪ Develop and foster a high performance team culture, model desired behaviours and implement relevant tools and performance frameworks (University Performance Excellence Framework).</li> <li>▪ Partner with other University leaders to ensure that team accountabilities are clear and that appropriate resources are deployed in response to the University's strategic objectives.</li> <li>▪ Ensure appropriate Learning and Development practices are in place to support the university's capability development needs and foster the achievement of individual development goals.</li> <li>▪ Evaluate and report on the performance, reach and impact of media and public relations activities through regular media monitoring.</li> <li>▪ Provide strong, effective and highly visible leadership to ensure that staff are motivated and guided to excel in innovation, effectiveness and outreach.</li> </ul>
		Stakeholder and Relationship Management	<ul style="list-style-type: none"> <li>▪ Develop, maintain and leverage a framework of relationships with key media locally and nationally and with media managers in major organisations.</li> <li>▪ Work closely with the Director (Advancement) and Director (Partnerships and Corporate Relations) to service the University's publication and communications needs for its alumni, donors, and stakeholders in government, business and the community.</li> <li>▪ Provide advice to senior University Management on the management of media issues, including advising on risks and proposing solutions.</li> <li>▪ Foster and maintain strong professional working relationships with key interanal stakeholders to understand and meet their communication requirements and manage their expectations.</li> <li>▪ Manage communications for internal and external issues that could damage the University's reputation, in consultation with the Vice-Chancellor and his office.</li> <li>▪ Support stakeholders in the University to understand what risks to the University's media profile are, and coach them in working with the media team to manage these risks.</li> <li>▪ Partner with staff in Schools within the Faculty to improve, streamline and standardise business practices.</li> </ul>
<b>Criteria</b>	<b>Capabilities and Behaviours</b>	<b>Innovation, Flexibility and Adaptability</b>	<ul style="list-style-type: none"> <li>▪ Develop innovative, creative programs and solutions using multiple forms of communication to achieve strategic objectives.</li> <li>▪ Demonstrate a willingness to modify a strongly held position in the face of new information.</li> <li>▪ Provide open leadership, clarity of expectation and effectively communicates during times of change.</li> </ul>

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		<p><b>Relationship Building</b></p>	<ul style="list-style-type: none"> <li>▪ Establish and maintain effective relationships with key stakeholders internally and externally, by collaborating across boundaries promoting cohesion.</li> <li>▪ Develop and appropriately utilise networks to achieve the University's strategic media and public affairs agenda.</li> <li>▪ Seeks to understand the motivations and positions of key stakeholders to identify and build on common points of interest.</li> </ul>
		<p><b>Strategic Thinking</b></p>	<ul style="list-style-type: none"> <li>▪ Maintains a clear sense of strategic direction within the international, national and state contexts</li> <li>▪ Provides strategic direction in terms of analysis, advice and direction.</li> <li>▪ Sets priorities for implementation and coordination of necessary resources to enable plans to be actioned effectively.</li> <li>▪ Makes sound strategic decisions on the investment of time and money to maximize return on investment for the University.</li> </ul>
		<p><b>Leadership</b></p>	<ul style="list-style-type: none"> <li>▪ Stimulates and guides deliberate progress towards clear and engaging goals.</li> <li>▪ The ability to lead, guide and motivate groups of staff to deliver results, build teams and encourage risk taking initiative and responsibility.</li> <li>▪ Hold self and others accountable for performance outcomes and behaviours</li> <li>▪ Lead team to achieve maximum efficiency and productivity &amp; possesses the knowledge and understanding of management practices to manage performance, clarify expectations, provide coaching and feedback, reward staff, led by example and identify development needs.</li> <li>▪ Ability and drive to organise resources and deliver excellent outcomes within deadlines.</li> <li>▪ Identifies and handles impediments to achieving goals</li> <li>▪ Sets challenging and realistic goals and clear measures of success for themselves and team.</li> </ul>
	<p><b>Knowledge and Experience</b></p>	<ul style="list-style-type: none"> <li>▪ Demonstrated experience in developing and implementing media and public relations strategy to support reputation building objectives in a large organisation</li> <li>▪ Extensive knowledge of media operations with contacts across print, radio, television and digital media, and a proven ability to gain media coverage.</li> <li>▪ Proven ability to lead, motivate and manage staff to achieve high standards of client service and team work.</li> <li>▪ Experience in issues management communications and the ability to provide advice to senior management on risks and solutions.</li> <li>▪ Experience of integrated media and public relations, including a track record in understanding of social media and digital communications trends and strategies.</li> <li>▪ Demonstrated commitment to a service culture; experience in a university or public institution may be an advantage</li> <li>▪ Demonstrated track record in managing and resolving sensitive matters at a senior level.</li> </ul>	
	<p><b>Qualifications</b></p>	<ul style="list-style-type: none"> <li>▪ Tertiary qualifications or extensive experience in Media Relations, Communications, Public Relations or related field.</li> </ul>	

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<b>Occupational Health, Safety and Welfare Requirements</b>	<ul style="list-style-type: none"> <li>▪ All Supervising staff are required to implement and maintain the University's OH&amp;S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions.</li> </ul>	
<b>University Expectations</b>	<p>All staff are expected to:</p> <ul style="list-style-type: none"> <li>▪ Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors;</li> <li>▪ Participate in the Planning, Development and Review which includes a regular review of their performance against the responsibilities and performance objectives associated with the role and demonstration of appropriate behaviours which reflect a commitment to the University's values and strategic directions;</li> <li>▪ Perform their responsibilities in a manner which reflects and responds to continuous improvement; and</li> <li>▪ Read, understand and comply with all University policies and procedures.</li> </ul>	
<b>Approvals:</b> <b>Head of School / Branch Manager</b>	<b>Head of School / Branch Manager</b> <b>Name:</b> <b>Signature:</b>  <b>Date:</b>	<b>Director Human Resources</b> <b>Name:</b> <b>Signature:</b>  <b>Date:</b>
<b>Acknowledgement of Incumbent</b>	<p>I have read and understood the requirements of the position</p> <p>Name: <i>(please print)</i> <span style="float: right;">Signature: <span style="float: right;">Date:</span></span></p>	