# Position Details

## Communication & Information- CSOF6

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| The following information is for applicants |
| Advertised Job Title | National Media Manager |
| Job Reference | 86054 |
| Tenure | IndefiniteFull-time, with flexible working options available |
| Salary Range | AU$117,917 - AU$138,176 per annum plus up to 15.4% superannuation |
| Location(s) | Melbourne, Sydney, Canberra, Brisbane preferred, with other CSIRO locations considered. |
| Applications are open to | All Candidates |
| Position reports to the | Executive Manager, Corporate Communication  |
| Number of Direct Reports | 1 |
| Enquire about this job | Contact Crystal Ladiges via email at crystal.ladiges@csiro.au or phone +61 3 9545 2982 (Monday – Thursday) |
| How to apply | Apply online at <https://jobs.csiro.au/> Internal applicants please apply via **Jobs Central**If you experience difficulties when applying, please email careers.online@csiro.au or call 1300 984 220. |

**Acknowledgement of Country**

CSIRO acknowledges the Traditional Owners of the land, sea and waters, of the areas that we live and work on across Australia. We acknowledge their continuing connection to their culture and pay our respects to their Elders past and present. View our [vision towards reconciliation](https://www.csiro.au/en/about/Indigenous-engagement/Reconciliation-Action-Plan).

### Role Overview

As a key member of CSIRO’s Corporate Affairs team, the Media Manager plays a critical role in ensuring CSIRO is trusted and understood. The Media Manager is the agency’s central liaison point for media, developing and executing strategies to promote CSIRO and protect its reputation.

The Media Manager uses their extensive experience with the media, either as a journalist or in media relations, to support the delivery of CSIRO’s Corporate Affairs Strategy to grow trust in CSIRO; maintain high awareness of our research, its impact and value; and increase understanding of our capability and contribution.

With a passion for media and a strong news sense, the Media Manager devises and executes media campaigns, builds and nurtures strategic media relationships, prepares pitches and media releases, produces long-form journalism, curates multimedia content, and provides editorial direction to the broader Corporate Affairs team.

The Media Manager is highly collaborative, working with diverse stakeholders to develop multi-platform integrated campaigns that have cut through with target audiences.

The Media Manager will also use their expertise to provide media training and advice to CSIRO spokespeople (including senior executives), and work with key stakeholders to ensure tight and robust issues management to protect our reputation.

### Duties and Key Result Areas

* Work collaboratively across the Corporate Affairs team to manage CSIRO’s proactive media calendar, ensuring alignment with one-CSIRO messaging, coordination on timing for key audiences and outlets, and managing distribution of high-quality outputs for media and our digital newsroom.
* Proactively develop issues management strategies to protect CSIRO’s reputation, including advice, stakeholder management, and the delivery of timely responses to media. Escalate issues appropriately and participate as a member of the Issues Management team to promote and protect CSIRO’s purpose and reputation.
* Keep abreast of the national and international news and use these insights to formulate advice, inform media strategies, and harness the news cycle to identify proactive opportunities for CSIRO.
* Act as the central liaison point for media outlets, including training and rostering Corporate Affairs team members to respond out of hours. At times, manage the media phone and email out of hours, on a rostered basis.
* Develop and nurture media relationships across science, technology, environment, energy, business and consumer media, as well as establishing and maintaining networks with key stakeholders in government, industry and the research sector.
* Work collaboratively as part of a multi-disciplinary, geographically dispersed team to develop and execute multi-platform integrated campaigns to raise CSIRO’s profile on topics of strategic significance to targeted audiences.
* Lead the analysis, evaluation and reporting of media coverage for CSIRO, using data-driven insights to recognise trends that inform our media strategy.
* Provide media training and issues management advice and support to CSIRO’s spokespeople, including coaching and interview preparation for senior executives.
* Develop and provide input into media releases, speeches, opinion pieces, blogs, feature articles, social and digital media, videos and multimedia content, and other content as required.
* Demonstrate collaborative leadership, building strong relationships across the organisation. Take responsibility for effective team performance, including coaching and development for the Media Advisor, and mentoring for the broader Corporate Affairs team.
* Adhere to the spirit and practice of CSIRO’s Values, Code of Conduct, Health, Safety and Environment procedures and policy, Diversity initiatives and Zero Harm goals.
* Communicate openly, effectively and respectfully with all staff, partners and networks in the interests of good business practice, collaboration and enhancement of CSIRO’s reputation.
* Other duties as directed.

## **Selection Criteria**

#### Essential

*Under CSIRO policy only those who meet all essential criteria can be appointed.*

1. A relevant tertiary qualification in journalism, communication or public relations or equivalent experience.
2. Extensive experience driving media strategy for a large or complex organisation, including a deep understanding of issues and reputation management.
3. Extensive experience in media liaison, alongside a contemporary and integrated skill set across digital and social media and stakeholder management.
4. Excellent written and verbal communication skills, including well-honed abilities in pitching, writing media releases and long-form journalism.
5. A strong news sense, and thorough understanding of the environment in which CSIRO operates
6. Demonstrated collaborative leadership skills, including influencing, coaching, and building, motivating, and supporting a high-performance team.
7. Demonstrated experience using analysis and evaluation of media coverage to develop data-driven insights that inform media strategy.
8. Extensive experience providing strategic advice and media training to spokespeople, including senior executives.

#### Desirable

1. Experience with Content Management Systems, including managing workflows and publishing content.
2. Demonstrated ability to drive media strategy for a science, technology, or research organisation

## **Required Competencies**

* **Teamwork and Collaboration:** Cooperates with others to achieve organisational objectives and may share team resources in order to do this. Collaborates with other teams as well as industry colleagues.
* **Influence and Communication:** Identifies critical stakeholders and influences them via an influential third party, for example through an established network, to gain support for sometimes contentious, proposals / ideas.
* **Resource Management/Leadership:** Provides leadership that fosters an environment that encourages new ideas and provides support for the development of emerging skills. Creates trust by displaying consistency and understanding through integrity and patience. Plans, seeks, allocates and monitors resources to achieve outcomes.
* **Judgement and Problem Solving:** Anticipates and manages problems in ambiguous situations. Develops and selects an appropriate course of action and provides for contingencies. Evaluates, interprets and integrates complex bodies of information and draws logical conclusions, synthesises proposals and defends options with reasoned arguments.
* **Independence:** Assesses the risk and opportunity of identified strategies, options and actions. Overcomes problems and setbacks in achieving goals. Invariably includes consideration of value-added future impact on bottom line when determining the optimal and efficient use of resources.
* **Adaptability:**Demonstrates flexibility in thinking and adapts to and manages the increasing rate of organisational change by adjusting strategies, goals and priorities.

Special Requirements

Appointment to this role may be subject to conditions including provision of a national police check as well as other security clearance requirements.

## **About CSIRO**

We solve the greatest challenges through innovative science and technology. Visit [CSIRO Online](http://www.csiro.au/) for more information.

CSIRO is a values-based organisation.  In your application and at interview you will need to demonstrate behaviours aligned to our values of:

* People First
* Further Together
* Making it Real
* Trusted