# Position Details

## Administrative Services- CSOF4

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| The following information is for applicants |
| Advertised Job Title | Media Advisor |
| Tenure | Indefinite, Full-time |
| Salary Range | AU$96,811- $AU109,527 per annum (pro-rata for part-time)plus 15.4% superannuation |
| Location(s) | Sydney, Brisbane, Melbourne or Canberra preferred. Other AU CSIRO locations by negotiation.  |
| Relocation Assistance | Will be provided to the successful candidate if required |
| Applications are open to | Australian/New Zealand Citizens and Australian Permanent Residents |
| Position reports to the | National Media Manager |
| Client Focus – Internal | 50% |
| Client Focus – External | 50% |
| Number of Direct Reports | 0 |
| Enquire about this job | Contact Chris Chelvan via email at chris.chelvan@csiro.au  |
| 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)

**Child Safety**

CSIRO is committed to the safety and wellbeing of all children and young people involved in our activities and programs. View our [Child Safe Policy](https://www.csiro.au/en/about/policies/child-safe-policy).

### Role Overview

As Media Advisor, you will play a critical role in amplifying CSIRO’s science and impact through earned and owned media.

Success in this role requires a strong news sense, a flair for storytelling, and the ability to craft compelling pitches that generate coverage.

The Media Advisor will manage CSIRO’s Media Centre and triage incoming media requests to the dedicated media line and inbox.

Working closely with communications peers across CSIRO’s research units, the Media Advisor will help to identify storytelling opportunities, draft/edit content (i.e. media releases, owned articles, etc.) to uphold a high editorial standard, devise and deliver PR/media strategies, pitch stories to media, and assist in effective issues management.

The role will work with diverse stakeholders to develop multi-platform media campaigns that have cut-through and achieve organisational objectives with target audiences. They will also help to nurture strategic media relationships to improve CSIRO’s cut through in traditional media and contribute to CSIRO’s editorial content (owned articles) in collaboration with the Senior Media & Editorial Advisor.

The Media Advisor will be a communications professional with experience in public relations or journalism and have a good understanding of how social and digital media intersect with and generate media. Ideally, they will also have an understanding of the stakeholder and political environment in which CSIRO operates.

### Duties and Key Result Areas

* **Media liaison:** Act as the central liaison point for media outlets. At times, manage the media phone and email out of hours, and manage scheduling of the weekend/public holiday roster.
* **Media release distribution:** Upload media releases to CSIRO’s website, distribute releases via news wires and other platforms as needed. Provide advice and training to Communication staff as required for uploading media release content.
* **Media campaigns:** Work with Communications and other stakeholders to identify story opportunities, develop and execute multi-platform media campaigns that harness the news cycle to raise CSIRO’s profile on topics of strategic significance to targeted audiences.

Support communication peers across research units with pitching stories to ensure the best possible outcome.

* **Content development:** Identify storytelling opportunities; write and provide input into media releases, owned articles, social and digital media, videos and multimedia content, and other content as required.
* **Media pipeline:** Work closely with the Media Manager and members of the Communication team to manage CSIRO’s proactive media and editorial calendar, ensuring alignment with one-CSIRO messaging and brand, coordination on timing for key audiences and outlets, and managing distribution of high-quality media and editorial outputs across our channels.
* **Media relationships:** Develop and nurture media relationships across science, government, business and consumer media aligned with the priorities identified in the one-CSIRO media strategy and proactively leverage these relationships for the benefit of CSIRO.
* **Media analysis**: Lead the analysis, evaluation and reporting of media coverage for CSIRO, using data-driven insights to recognise trends that inform our media strategy.
* **Media training:** Work with the Communication team to provide media training and issues management advice and support to CSIRO’s spokespeople, including coaching and interview preparation.
* **Issues management:** Support the National Media Manager to deliver timely responses to media when issues arise, including working with stakeholders across CSIRO to manage the register of issues briefs and media coverage. Escalate issues appropriately.
* **Values and Behaviours**: Demonstrate the CSIRO values and promote a strong safety culture through active management of HSE performance. Demonstrate a positive, can-do attitude towards other duties as directed.

## **Selection Criteria**

***Essential***

Under CSIRO policy only applicants who meet all the essential criteria can be appointed.

1. A relevant tertiary qualification in journalism, communication or public relations or equivalent experience within large or complex organisations.
2. Demonstrated experience devising and delivering PR/integrated communication campaigns that have cut-through and achieve objectives with target audiences.
3. Excellent written and verbal communication skills with well-honed abilities in pitching to media, writing media releases, sub-editing and editing for a wide range of audiences and channels.
4. Experience in public relations, alongside a contemporary and integrated skill set across digital and social media and stakeholder management.
5. Strong digital skills (including experience in publishing to websites through a Content Management System), and confidence to learn new digital platforms.
6. Demonstrated experience using data-driven insights to inform a success communications strategy.
7. An understanding of the media and stakeholder environment in which CSIRO operates, issues management experience, and a strong news sense.
8. Experience working in a fast-paced environment with the ability to turn around work within tight timeframes.

## **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:** Uses knowledge of other party's priorities and adapts presentations or discussions to appeal to the interests and level of the audience. Anticipates and prepares for others’ reactions.
* **Resource Management/Leadership:** Allocates activities, directs tasks and manages resources to meet objectives. Provides coaching and on the job training, recognises and supports staff achievements and fosters open communication in the team.
* **Judgement and Problem Solving:** Investigates underlying issues of complex and ill-defined problems and develops appropriate response by adapting/creating and testing alternative solutions.
* **Independence:** Recognises and makes immediate changes to improve performance (faster, better, lower cost, more efficiently, better quality, improved client satisfaction).
* **Adaptability:**Copes with ambiguity or situations that lack clarity. Adapts readily to changing circumstances and new responsibilities (which may include activities outside own preferences) in the interests of achieving team objectives. Recognises the need for and undertakes personal development as a result of changes.

Special Requirements

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

* The successful candidate will be asked to obtain and provide evidence of a National Police Clearance or equivalent. Please note that individuals with criminal records are not automatically deemed ineligible. Each application will be considered on its merits.

## **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