

Manager, Media & Communications

Position Summary

Position title:	Manager, Media and Communications
Team:	Media and Communications
Location:	Melbourne CBD
Position type/FTE:	Fixed Term: 1.0 FTE
Tenure:	Fixed term until 30 June 2021
Probation period:	6 months
Salary classification:	Our Watch Band 6 (\$113,074 – \$123,842.00) plus superannuation
Reports to:	Director, Marketing and Communications
Date approved:	July 2019

Organisation Context

Our Watch is a national, not for profit organisation established in 2013. Our mandate is to drive nationwide change in the culture, behaviours, structures and power imbalances driving violence against women and their children. We are based in Melbourne.

Our Watch's vision is an Australia where women and their children live free from all forms of violence. Our mandate is to stop violence before it happens, and our purpose is to provide national leadership to prevent all forms of violence against women and their children. Our work will always be based on sound research and strong and diverse partnerships.

Our Watch recognises and values diversity amongst its staff and strongly encourages suitably qualified people from all backgrounds, especially people who have a strong understanding of intersectionality either by working with diverse population groups or a lived experience.

Position Overview

The Manager, Media and Communications is responsible for developing Our Watch's strategic approach to media and communications, along with the management of all media and communications activity.

The purpose of this position is to ensure Our Watch's media and communications activity is effective, targeted and credible; protects and enhances the organisation's reputation; strengthens Our Watch's role as a trusted voice; builds political and community will to invest in relevant evidenced based solutions and; engages the community in action to prevent violence against women and their children.

Reporting to the Director, Marketing and Communications and with the support of a team of Media and Communications Advisors, the Manager, Media and Communications will provide oversight of media-related projects, will manage complex public relations and media issues, and will provide high-level, strategic media, issues-management and communications advice to the CEO, Senior Executive Team and Chair of the Board.

The Manager, Media & Communications will work as part of cross-functional project teams, including working closely with the Policy & Evaluation and Practice Leadership teams to ensure all communications activities are fully integrated across the organisation.

Responsibilities and Accountabilities

- Manage complex public relations issues and media enquiries. This includes pre-empting potential issues and providing high-level strategic advice and briefings to the CEO and the Senior Executive Team as required.
- Take a leadership role in reputational risk management as relevant to all directorates, and provide ongoing media and communications advice to the Senior Executive Team.
- Manage reputational risk situations through collaboration with other directorates and teams, and provide recommendations to senior executives on possible actions in any given set of circumstances. Ensure the M&C team operate at a high standard to meet internal needs, including respecting deadlines both internal and external.
- Lead the implementation of Our Watch's media engagement strategy, and oversee the development and implementation of individual proactive and reactive media plans and associated activities (media releases, media events, opinion pieces) to promote the work of Our Watch.
- Collaborate with the Practice Leadership Directorate to deliver Our Watch's National Media Engagement project, including responsibility for engaging with high-level stakeholders through the organisation's Media Advisory Group.
- Oversee the delivery of Our Watch's ambassador program and strategy (as approved by the Board Appointments Committee) ensuring ambassadors are consulted in relation to potential activities, are effectively utilised (in a manner that meets their availability) and appropriately engaged.
- Oversee Our Watch's social media strategy development and implementation, ensuring alignment with Our Watch's strategic objectives.
- Lead Our Watch's corporate communication function, including event management, speech writing and publications.

- Contribute to the development of an integrated marketing, media and communications strategy to support the consistent delivery of all Our Watch's communications activity both internally and externally.
- Lead, coach and develop a team of media and communications professionals, actively developing their skills through performance reviews, coaching, professional development and performance management.
- Work collaboratively with the Practice Leadership and Policy and Evaluation teams to ensure all media and communications activity is evidenced based, supported by practical tools and resources and evaluated through effective tracking and measurement.
- Develop and maintain strong working relationships with journalists and other key media representatives.
- Oversee media and social media monitoring and evaluation, applying insights to inform strategy and continuously improve output. Provide regular reports to the Senior Executive Team, Communications Committee and Board.
- Manage the operational components of all media and communications activity, including budget management and financial reporting, allocation of team resources and effective management of media-related contracts and tenders.
- Manage and participate in an out of hours media roster, including providing advice to the CEO and Directors as appropriate.
- Provide high-quality communications advice and support across the organisation and help ensure that the quality and consistency of media and communications output is maintained and enhanced.
- Perform other media and communications activities as required.

Direct Reports

- Senior Media & Communications Advisor - Engagement
- Senior Media & Communications Advisor - Projects
- Senior Communications Advisor - Corporate Communications
- Senior Communications Advisor - Online
- Senior Communications Advisor - Events

Please note Our Watch is currently undertaking its strategic and operational planning process. In relation to this position, please consider that it is currently structured to include management of Our Watch corporate communications, however this and report numbers/positions may change to meet the needs of the organisation.

Organisational Relationships

Internal:

Marketing and Communications Directorate include marketing/campaigns and digital
 Policy and Evaluation team
 Practice Leadership team
 Corporate Services team
 CEO

Senior Executive Team

External:

Our Watch member representatives
Media/journalists
Relevant government departments
Project partners and sector stakeholders
External suppliers

Skills and Qualifications

Qualifications and experience

- Tertiary qualifications in Media, Public Relations, Communications, Journalism or another related field, and at least 10 years' experience in media and communications strategy, issues management and proactive media engagement.
- Extensive knowledge of the Australian media landscape gained as a working high-level media/public relations professional, or journalist and a broad network of media contacts.

Leadership and management

- Proven experience providing high-level strategic leadership on media issues, including providing advice, support and briefings to senior executives.
- High level leadership skills, including excellent interpersonal, communication, engagement and negotiation skills.
- Extensive experience managing a team, including resource allocation, coaching and development, employee engagement and performance management.

Media and communications skills and experience

- Proven ability to systematically predict and manage complex media issues, interpreting the reputational impact and developing strategies to anticipate and manage the potential consequences.
- Experience managing a complex corporate communications function including high quality publications and communications with influential, high profile stakeholders.
- Demonstrated experience overseeing social media strategy and engagement on a variety of channels for diverse audiences
- Ability to synthesize complex information to develop clear media and communications strategies, supported by evidence and using an appropriate mix of channels and formats.

Project management

- Demonstrated experience leading cross-functional project teams, including the ability to set clearly defined objectives and priorities, plan and manage workload, reviewing and adjusting as required.
- Excellent individual and team time management, prioritisation and organisational skills, with the ability to manage multiple conflicting needs and prioritise effectively.
- Ability to anticipate risks, issues and barriers and manage them quickly and effectively.

Written and verbal communication

- Exceptional written communication skills, including demonstrated experience writing compelling, engaging and effective media releases, opinion pieces and responses.
- Excellent verbal communication skills, including highly-developed influencing and negotiation skills, and the ability to listen, understand and adapt to audience needs.
- Proven record of both welcoming and providing constructive feedback.

Stakeholder engagement and relationship development

- Extensive experience in facilitating and maintaining strong, positive relationships with stakeholders, partners and suppliers, both internally and externally.
- Ability to constructively manage stakeholder issues and find innovative solutions to resolve problems.
- Demonstrated skills, knowledge and behavior to work with Aboriginal and Torres Strait Islander people in a culturally respectful way, or the capacity to develop these.

Commitment

- Demonstrated commitment to Our Watch's vision, purpose and mandate.
- Contribute to maintaining a work environment where differences are valued, encouraged and supported. Promote Our Watch's ideals of gender and cultural diversity at all times.

July 2019 - Please note Our Watch is currently undertaking its strategic and operational planning process. In relation to this position, please consider some content within this position may change to meet the needs of the organisation