

## Media & Public Relations Specialist

<b>Group</b>	Marketing and Communications
<b>Unit</b>	Marketing and Communications
<b>Reports to</b>	Head of Marketing and Communications
<b>Direct reports</b>	Nil
<b>Work location</b>	HMRI Building, 1 Kookaburra Drive, New Lambton Heights
<b>Employment status/type</b>	Full-time (1.0 FTE)
<b>Date (created or reviewed)</b>	March 2022

### Position purpose

The Media & Public Relations Specialist will work closely with the Marketing and Communications team and stakeholders to develop and deliver the public relations and media activities of HMRI. The purpose of this position is to enhance and protect the profile and reputation of HMRI through effective public relations, media engagement and content creation.

This role is responsible for coordinating and implementing a range of effective multi-channel media and publicity campaigns and programs. This role will proactively identify new opportunities to support HMRI achieving our strategic goals in particular becoming leaders who influence policy and practice.

The Media & Public Relations Specialist will be responsible for securing earned media content into third party publications through media liaison and producing content for HMRI's own channels.

### Key responsibilities

The key responsibilities of the role include, but are not limited to, the following:

- Develop and deliver media and public relations strategies, in conjunction with the Head of Marketing and Communications.
- Develop and maintain effective media management and relationships including a pro-active approach to media engagement, availability for out-of-hours media requests and management of media contacts.
- Prepare proactive media materials to promote HMRI's brand, research excellence and attract funding through local, national and international press.
- Produce high quality content for HMRI's own channels including digital/print copy and multimedia (images, video & audio) in line with organisational objectives.
- Support the executive leadership with speech writing, editorials and other communications.
- Work closely with internal and external stakeholders to support activities and provide advice on media, fundraising and other stakeholder relations to enhance the profile and reputation of HMRI.
- Provide issues management advice and support including ongoing assessment of risk, stakeholder liaison and crisis communications.

- Manage and facilitate media events such as press conferences, interviews and other public appearances.
- Develop and maintain a media kit of multimedia materials to support earned media and third party PR.
- Monitor and report on media mentions related to HMRI and other HMRI-related activities through Meltwater and other media monitoring tools.
- Collaborate with partners, corporate and government stakeholders to deliver opportunities to build the profile of HMRI
- Manage media and public relations projects and procurement including consultants and partner agency relationships, media expense budgets and media monitoring contracts.
- Any other support as directed by Head of Marketing. You may be required to participate in activities, where the requirements are within the scope of your skills, knowledge and capabilities to support the Marketing Team and HMRI.

## HMRI expectations & legal compliance

- HMRI expects its people to contribute to the efficient and effective functioning of the organisation to meet HMRI and team strategic and operational objectives. This includes actively participating in the Individual Performance Plan and Review process, demonstrating appropriate and professional behaviour in accordance with HMRI's values and Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed.
- All HMRI employees are expected to:
  - Make sound time management judgement in relation to prioritising work and meeting deadlines
  - Perform their responsibilities in a manner which reflects and responds to continuous improvement
  - Contribute to the effectiveness of the team
  - Take responsibility for personal career development and training
  - Read, understand and comply with all HMRI policies, procedures, and reasonable direction, as amended from time to time
  - Ensure the reputation and integrity of HMRI is maintained at all times
  - Maintain confidentiality at all times
  - Attend HMRI-related functions, meetings, seminars, and/or training courses as directed, from time to time, by your supervisor
  - Undertake risk management in accordance with HMRI's Risk Management Framework and actively support and participate in the risk management processes adopted by HMRI which include identifying, analysing and evaluating risk that may impact on HMRI
  - Demonstrate understanding of the principles of anti-discrimination, equity, work health and safety and other relevant legislation, and show the willingness and capacity to implement equal employment opportunity and work health and safety plans, policies and programs.

## Other job-related information

### Identification check

- The person appointed to this position will be required to complete a 100-point identification check and employment is subject to proof of the right to work in Australia.

### Pre-existing injury

- The person appointed to this position will be required to disclose any pre-existing physical and/ or psychological injuries or disease that might be affected by employment in this position. This will assist HMRI in providing a safe work environment.

### Additional hours

- The person appointed to this position may be required to undertake occasional work out of ordinary hours from time to time as may be required during the course of employment.

## Essential position requirements

- Tertiary qualifications or equivalent experience in Media, Public Relations, Communications, or a related discipline. Experience working in the news media will be highly regarded.
- Demonstrated experience working in media and public relations in a similar environment
- Proven experience in coordinating and implementing successful publicity campaigns and PR initiatives from brief to implementation
- Thorough understanding of media needs and media relationships, with high level experience in media liaison, including production of media releases and securing high quality and impactful publicity opportunities
- High-level interpersonal skills with an ability to effectively build sustainable and successful relationships with internal and external stakeholders and leverage networks to secure outcomes
- Demonstrated experience drafting high-quality corporate messaging and documentation including a clear writing style with proven ability to tailor messages for different audiences. Ability to write and produce content quickly and accurately with a high attention to detail.
- Demonstrated ability to produce multimedia content including video, still images and audio. Advanced skills in Adobe Creative Suite (Premier Pro, Photoshop, Audition, etc) and familiarity with professional photography and videography equipment will be highly regarded.
- Demonstrated high-level organisational skills, including the ability to prioritise, manage time, meet deadlines and work effectively in a fast-paced dynamic environment
- Ability to work co-operatively, to accomplish joint tasks, build positive working relationships, and work as an effective and highly-functioning member of a team
- Advanced computer skills across Adobe CC, Microsoft Office 365, and strong aptitude to adopt and utilise new and emerging platforms.

---

I confirm that I have read this Position Description, understand its content and agree to work in accordance with the requirements of the position. I also understand that this document is intended to provide an outline of the key responsibilities of the position and that aspects of the document may change over time.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Employee Signature

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

---

Note: A copy of this signed acceptance is to be placed on employee's personnel record and a copy provided to the employee.