

## JOB DESCRIPTION

<b>Agency</b>	Department of Education		<b>Work Unit</b>	Communications and Media
<b>Job Title</b>	Media Manager		<b>Designation</b>	Administrative Officer 7
<b>Job Type</b>	Full Time		<b>Duration</b>	Fixed to 02/04/2021
<b>Salary</b>	\$106,843 - \$114,941		<b>Location</b>	Darwin
<b>Position Number</b>	19484	RTF	183274	<b>Closing</b> 24/02/2020
<b>Contact</b>	Hayley Green on 08 8901 4918 or <a href="mailto:hayley.green@nt.gov.au">hayley.green@nt.gov.au</a>			
<b>Agency Information</b>	<a href="http://www.education.nt.gov.au">www.education.nt.gov.au</a>			
<b>Information for Applicants</b>	<b>Applications must be limited to a one-page summary sheet and an attached resume/cv</b> For further information for applicants and example applications: <a href="#">click here</a>			
<b>Information about Selected Applicant's Merit</b>	If you are selected and accept this position, a detailed summary of your merit (including work history, experience, qualifications, skills, information from referees, etc.) will be provided to other applicants, to ensure transparency and better understanding of the reasons for the decision. For further information: <a href="#">click here</a>			
<b>Inclusion &amp; Diversity</b>	The NTPS values diversity and aims for a workforce which is representative of the community we serve. We strongly welcome and encourage people from all diversity groups to apply and strive to accommodate people with disability by making reasonable workplace adjustments when required. If you require an adjustment for the recruitment process or job, please discuss this with the contact officer.			
<b>Special Measures</b>	Under an approved <b>Special Measures</b> recruitment plan, Aboriginal and Torres Strait Islander applicants will be given priority consideration and preference in selection for this vacancy if they meet all essential selection criteria and are suitable at the position level.			
<b>Apply Online Link</b>	<a href="https://jobs.nt.gov.au/Home/JobDetails?rtfId=183274">https://jobs.nt.gov.au/Home/JobDetails?rtfId=183274</a>			

**Primary Objective:** Delivery of effective media liaison services and department wide support on media issues, including critical communications, advice to schools and risk management. Assist with internal and external communications in order to promote and ensure positive representation of the department.

**Context Statement:** The Communications and Media unit provides advice and support in media management, internal and stakeholder communications, marketing, issues management, strategic communications and communications policy to all areas of the department including government schools and programs delivered to the non-government sector.

### **Key Duties and Responsibilities:**

- Accountable for the coordination and quality assurance of media liaison and interaction in the department and in line with whole of government strategies
- Manage delivery of the department's proactive and reactive media liaison requirements.
- Provide expert advice on media issues in accordance with established strategies, policies and practices
- Coordinate the media unit's "on-call" capability to ensure an effective response to media requirements including crisis media management
- Coordinate media training for the department to ensure employees are equipped to deal confidently with the media

### **Selection Criteria:**

#### **Essential**

1. High level of understanding of the media industry and the ability to effectively network and develop professional relationships with the media community.
2. Excellent writing skills with experience in preparing media briefs, media releases and speeches.
3. Respect for confidentiality with a high degree of sensitivity to complex situations and political issues.
4. Preparedness to work flexible hours, including weekends and after hours.
5. Ability to interact effectively with people from diverse cultures.

#### **Desirable**

1. Relevant tertiary qualification
2. Ability to incorporate the Northern Territory Government's vision through the department's media, marketing and communications objectives

**Further Information:** Applicants will have to have an Ochre Card or be willing to apply for one. Travel within the Northern Territory including to remote communities will be required on an infrequent basis.

Approved: 4 January 2017

Catherine Weber, Deputy Chief Executive, Organisational Services