



POSITION DESCRIPTION

Position Title:	Media Affairs Manager
Cluster / Business Unit / Division	Chief Operating Officer Group
Section or Unit:	Corporate Affairs
Classification:	Band 7
Job Family:	Communications and Marketing
Position Description Number:	PD-2223
Work Contract Type:	Professional
STEMM/NON-STEMM:	NON-STEMM

POSITION PURPOSE

The purpose of the Media Affairs Manager role is to contribute to the development of a positive public profile for ANSTO through proactive and reactive media management. In addition develop and implement an ANSTO media strategy in line with company directions and with consultation to promote media opportunities. The role also sources, prepares and contributes to written material for communications channels such as media releases, editorials, internal and external newsletters, websites, brochures, and general publicity purposes.

ORGANISATIONAL ENVIRONMENT

ANSTO is the national organisation for nuclear science and technology. We focus on undertaking leading edge research, delivering innovative scientific services and providing specialised advice to government, industry, academia and other research organisations.

Corporate Affairs provides high quality advice to both internal and external stakeholders including building and maintaining relationships with government agencies and managing submissions to government and parliamentary committees. The team is responsible for internal and external communications at both a strategic and tactical level within and for ANSTO. This includes areas such as publications, tours, events and sponsorships, media, the staff intranet, website and newsletters.

ACCOUNTABILITIES & RESPONSIBILITIES

Key Accountabilities

- Develop and implement an ANSTO media strategy for the organisation in support of its strategic objectives in consultation with ANSTO stakeholders and executive.
- Develop and maintain a broad network of contacts within the media industry.
- Develop tactical media plans to support events such as exhibitions and sponsorship opportunities, profiling of each business/research area.
- Research, develop and distribute print and electronic media on ANSTO's purpose, operations and achievements to appropriate media, including ensuring media placement, liaising with journalists and undertaking all necessary story follow-ups.
- Produce quality proactive and reactive articles and media releases for a variety of audiences that draw positive media exposure within a tight timeframe.
- Promptly respond to media enquiries from internal and external clients to ensure high standards of efficiency are maintained and best practice is achieved. This includes issues management outside of standard business hours.
- Monitor the daily media to inform the organisation on issues specific to ANSTO, its partners and its interests and to counter inaccurate or misleading media information as well as employ strategies to minimise impact and avoid such articles being published further.

- Engage to monitor analytics/ trends, performance and progress against the strategic plan
- Responsible for keeping abreast of industry developments and current events that might impact on the organisation across diverse topics including but not limited to climate change, water security, health and education.
- Ensure relevant internal stakeholders are informed of media matters, both those internal to ANSTO and relevant to the wider industry. Provide balanced advice to these internal parties to ensure that media issues are handled in the appropriate manner.
- Assist with media training for key internal and external spokespeople.
- Capitalise on opportunities to promote ANSTO across all news media platforms.
- Undertake additional duties as required and during period of leave of other staff

Decision Making

- The role reports to the GM Communications and stakeholder Engagement and is responsible for the development of ANSTO’s media relations strategy and the day-to-day engagement and communication through national and international news media.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

Key Challenges

The major challenges for this position include:

- Respond to media issues within a tight timeframe
- Ability to adapt quickly and multitask across a diverse range of communications functions covering both internal and external communication,.
- Maintaining ongoing internal communication and consultation with stakeholders, including team colleagues, provide reports on activities and progress, follow through on requests within agreed timeframe and maintain strong working relationships.
- Personal responsibility for own learning and development, keeping abreast of developments and undertaking appropriate training and personal development programs to enhance knowledge and skills.
- Quickly acquiring knowledge of ANSTO activities and the team’s capabilities and working to strongly promote those activities internally and externally.

KEY RELATIONSHIPS

Who	Purpose
Internal	
Manager	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert, authoritative and evidence based advice • Negotiate and report on budgets and resources consistent with strategic plans and goals Recommend and gain endorsement for plans and goals and other initiatives
Work area team members	<ul style="list-style-type: none"> • Provide expert advice and analysis on a full range of matters • Contribute to group decision making processes, planning and goals • Collaborate and share accountabilities
Engagement with external agencies	<ul style="list-style-type: none"> • Provide direction as needed on management of media interests • Set performance requirements and manage performance and development
External	

Minister's office Media team	<ul style="list-style-type: none"> As opportunities arise, in consultation with the GM Communications and Stakeholder Engagement and GIA managers support the Minister's media team.
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POSITION DIMENSIONS

Staff Data

Reporting Line	Reports to the General Manager Communications and Stakeholder Engagement
Direct Reports	Nil

Special / Physical Requirements

Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer)
Radiation areas:	May be required to work in radiation areas under tightly regulated conditions
Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements

Workplace Health & Safety

Specific role/s as specified in AG-All Workers

<u>2362</u> of the ANSTO WHS	Officer (definitions found in appendix 1 of AG-2362)
Management System	Leaders/Managers/Supervisors Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

KNOWLEDGE, SKILLS AND EXPERIENCE

- Degree or higher qualifications in Communications, Marketing, Media or related discipline.
- Demonstrable significant and substantial professional experience in corporate communications and media relations.
- Extensive professional experience in media, PR or related roles.
- Possesses high level expertise and experience in the planning, developing and implementing media relations strategies and programs with proven ability to achieve objectives in complex organisations.
- Demonstrates high level crisis / issues management experience and a thorough knowledge of media processes and drivers of news media.
- Able to interpret and translate scientific information into consumable information for a broad range of audiences and works collaboratively with digital channels to maximise ANSTO promotional opportunities.
- Develops and maintains productive relationships both internally and externally.
- Displays personal drive and integrity: proven flexibility in complex and dynamic environments to deliver creative and systematic solutions to senior management and credibly represent the organisation to internal and external stakeholders.
- Communicates with influence: demonstrated high level interpersonal communication skills and is able to build and sustain positive relationships with key internal and external stakeholders in a changing environment.

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager		Delegated Authority	
Name:	Cassandra Casey	Name:	Alan Brindell
Title:	General Manager Communications and Stakeholder Engagement	Title:	Director, Corporate Affairs
Signature:		Signature:	
Date:		Date:	