

JOB DESCRIPTION – MEDIA SPECIALIST

Job id:	CDO008
Job title:	Media Specialist
Job type:	Full time
Location:	Harry Perkins Institute of Medical Research, Nedlands
Supervisor:	Communications Manager
Reports:	0

Relieving duties:

Senior Media Advisor

Access and security:

- Building RFID card with photo ID
- IT Systems and Office 365

Position scope:

Promote the Perkins brand, activities, people and major fund raising campaigns in the unpaid and paid media to the community at large and to the medical research industry; provide strategic communications advice, and support the Director, Board and management in public events.

Competencies (<i>skills, knowledge and abilities</i>)	Behaviours (<i>conducts themselves</i>)	Goals
Excellent communication and interpersonal skills	Pleasant, professional, positive and accommodating.	Produce professional quality work at a high level at all times
Excellent organisational and planning skills	Self-motivator and team player	Adapts output in various voices for relevant audiences
Time management, prioritisation	Strong networker and connector of people	Manages people engagement professionally at all times
High level of attention to detail	Strategic, thorough and comprehensive	Meets timelines, event deadlines, routine audit and inspection
Ability to work under pressure	Calm, approachable and outcome focused	Effective trainer and evaluator of work, providing honest, productive feedback
Journalism skills, inquisitive mind, creative story-teller	Thirst for knowledge and self-improvement	

Primary duties/responsibilities:

1. Promote the Perkins' research, people, announcements, community events and fundraising initiatives in mainstream, specialist and social media.
2. Develop and execute media strategy and planning in line with operational and organisation goals
3. Pitch and Prepare media releases for general news, medical and research specialist media and related associations, and business/industry social media platforms
4. Write speeches and opinion pieces that represent Perkins executive level management and organisational strategies
5. Coordinate all media activity on site, including interviews, laboratory visits, press conferences and other associated events
6. Provide media, presentations and grant pitch training and guidance for Perkins Director, researchers and other team members as required
7. Maintain and expand media networks and relationships among general and specialist media
8. Contribute to, develop and guide reputation and crisis management plans in conjunction with all business areas
9. Provide general media advice and support to the other Perkins projects, including but not limited to the Perkins Cancer Centre for WA, Perkins major fundraising events, and other
10. Represent the Perkins in the community as required.
11. Other duties as required.

Essential Skills, Experience and Qualifications

1. High level of proficiency in verbal and written communication skills, particularly media communications
2. Strong network and relationships in media and government
3. Highly developed organisational and planning skills and the ability to set priority and meet deadlines
4. Ability to interact effectively with people across a broad spectrum (e.g. board members, executive management, researchers, donors, sponsors, students and general public)
5. Ability to work independently, show initiative and work productively as part of a team
6. Strategic approach to problem solving
7. Ability to adapt and react to rapidly changing environment and work under pressure
8. High level of attention to detail
9. Proficient working in a digital environment, including the Office 365 suite, internet and social media apps
10. Relevant tertiary qualification or equivalent industry experience

Desirable Skills, Experience and Qualifications

1. Prior knowledge or experience in medical research media
2. Proven ability to translate technical concepts into everyday language
3. Some understanding of the nuances in traditional media and the NFP sector

Eligibility:

1. Australian Citizen or eligible to lawfully work in Australia.
2. Current National Police Clearance (within the last 3 months).

Compliance

Perkins Values

All staff members are to adhere to the Perkins Values <https://www.perkins.org.au/about-us/vision/>

Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the Work Health and Safety Act 2020 (WA) and related Perkins requirements.

All staff must comply with requirements of the Work Health and Safety Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with Perkins and Legislative health and safety requirements.

Equity and Diversity

All staff members are required to comply with the Perkins' Code of Conduct and Equity and Diversity principles.