

Position Description

Details

Job title	Media and Communications Manager	Team	Marketing and Communications
Reports to	Director of Brand and Marketing	Job status	Permanent
Direct reports	Nil	Hours	Full Time
Effective	July 2022		

Our Vision and Mission

Our Vision	For every sick child to have the best possible health care, with access to world class research and clinical treatment in a healing environment	
Our Mission	We help save children's lives and work wonders for sick kids and their families	
Our Values	Accountability	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly
	Recognition & Respect	We are respectful in all our interactions and committed to recognising others and valuing their contributions
	Care	We care for everyone we impact – the children always come first
	Working Together	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements
	Excellence & Innovation	We strive for excellence, encourage innovation and develop our skills to achieve our best

Key Relationships

Primary internal relationships

Marketing and Communications, Fundraising and Mission Related Services teams

Primary external relationships

Children's Health Queensland media team, Journalists, Researchers and research institutes and external PR agencies.

The Person

Qualifications

- Tertiary qualifications with a major in one of the following fields – Communications/Media, Journalism, or Public Relations
- Minimum of 5 years' work experience in a relevant role, with extensive high-level experience in media relations, public relations or communications

Skills and Experience

Media

- Extensive experience working as a journalist or in a related strategic public relations role.
- Ability to deliver innovative and measurable Media and PR Strategies and follow through with the tactical delivery of these strategies.
- A strong news sense and experience leveraging media relationships to promote an organisation's strategic priorities.
- Experience in writing press releases and pitching ideas to media outlets.
- Experience in building and maintaining relationships with journalists.
- Can manage media at launches and press conferences.
- Experience in responding to media during crisis PR event or negative incidents
- Experience in crisis communications and contributing to shaping an organisation's response to a reputational crisis is highly desirable.
- Can monitor media coverage and provide reporting and insights.

Communications

- Experience in professional, commercial writing print and digital.
- Experience writing campaign and product copy in the not-for-profit environment across a range of medium including direct mail, website, media releases and social media.

General

- Excellent spelling and grammar and the ability to apply templates and style guides.
- Advanced computer literacy skills e.g., MS Office Suite skills necessary.
- Excellent communication, interpersonal and stakeholder engagement skills and a flexible approach when working in a team.
- Self-motivated and flexible with ability to adapt.
- Photography skills are advantageous.
- Sensitive to the core values and mission of the Foundation.
- Commercial awareness with ability to understand varied audiences.
- High level of accuracy with excellent attention to detail when finalising copy
- Excellent proof-reading skills.
- Can adapt writing style to suit tone of voice of the organisation.

Job Purpose

Primary purpose of role

The Media and Communications Manager is responsible for:

- The development and implementation of the Foundation's media strategy including identifying and proactively pursuing media opportunities.
- Providing copy writing services across a wide variety of channels.
- Alongside the Director of Brand and Marketing, leading and project managing organisational wide fundraising campaigns to ensure consistent brand and messaging.

Key Responsibilities

Media

- Develop and implement a Media Strategy and tactical plans that position the Foundation in line with its strategic objectives.
- Draft press releases.
- Ensuring our media and communication plan supports our brand and reputation, is updated regularly and evaluated to meet agreed KPIs.
- Editorial and media story development to deliver on key tactics in our media and communications plan.
- Continuing to develop our key messaging and editorial style guides and assist with monitoring and evaluating key messaging internally and externally.
- Receiving the family brief information from the Family Liaison Manager to use in media and communications strategies and tactics.
- Monitoring research outcomes and activities to include in our media and communication strategies.

- Monitoring the media to ensure our brand and reputation is upheld and providing weekly and monthly reports.
- Answer phone calls from journalists, responding to their questions.
- Check the media email inbox for media enquiries.
- Attend press conferences or interviews with the organisation's spokespeople.
- Taking proactive steps to identify and manage reputational risks and respond to the media during crisis PR events or negative incidents.
- Build relationships with key media stakeholders and, seek opportunities to showcase our impact with the organisation's strategic objectives.
- Provide support to Children's Hospital Foundation official media spokespeople (mainly CEO).
- Support Executive Team and other leaders with research and drafting of speech materials.
- Develop good working relationships with the media teams at Children's Health Queensland, and other research institutes.
- Plan and execute all media and public relations activities related to the annual telethon.
- Monitor media coverage and prepare regular evaluation reports.
- Occasionally be on call to deal with urgent media enquiries during evenings or weekends.
- Ensure media releases and news stories are on the Foundation website.

Communications

- Maintain pre-approved media issues management statements for common issues across all channels that can be utilised across the Foundation.
- Provide copy writing services across a wide variety of channels (including but not limited to point of sale, direct mail, web, email, social video scripts, media and brand) to the organisation as a member of the broader marketing and communications team.
- Ensure all copy writing services are provided in keeping with the branding guidelines and are factually correct in a timely manner and all copy writing work is of a high quality in the context of the objectives of the campaign or project.
- Provide input into the development, implementation and maintenance of the brand guidelines and key messages of the organisation.

Campaign Management

- Alongside the Director of Brand and Marketing, lead organisational wide campaigns to ensure consistent brand and messaging.
- Working with fundraising Heads of Departments, develop and embed a collaborative approach to ensure fundraising efforts for integrated fundraising campaigns are maximised

- Lead campaign planning and develop associated project plans to ensure momentum of fundraising is achieved
- Work with fundraising Heads of Departments to ensure fundraising targets are achieved
- Work with Marketing and Communications to develop a case for support, communications plan and required assets for fundraising campaigns

General

- Build collaborative relationships across the organisation to understand requirements and formulate understanding.
- Ensure all work is recorded and managed through the relevant internal systems including but limited to the production management system and the digital asset management system.

Work Health & Safety

- Comply with and champion all Children’s Hospital Foundation workplace health and safety policy and procedures.
- Take reasonable care at work to ensure your own and others’ safety.
- Report all known or observable hazards.

Competencies

Developing Direct Reports and Others

Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person’s career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organisation; is a people builder.

Timely Decision Making

Makes decisions in a timely manner, sometimes with incomplete information and under tight deadlines and pressure; able to make a quick decision

Conflict Management

Steps up to conflicts, seeing them as opportunities; reads situations quickly; good at focused listening; can hammer out tough agreements and settle disputes equitably; can find common ground and get cooperation with minimal noise

Comfort Around Higher Management

Picks up on the need to change personal, interpersonal and managerial behaviour quickly; watches others for their reactions to his/her attempts to influence and perform and adjust; seeks feedback; is sensitive to changing personal demands and requirements and changes accordingly

Drive for Results

Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.

Process Management

Good at figuring out the processes necessary to get things done; Knows how to organise people and activities; Understands how to separate and combine tasks into efficient workflow; Knows what to measure and how to measure it; Can see opportunities for synergy and integration where others can't; Can simplify complex processes; Gets more out of fewer resources

Other Considerations

The Children's Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.