

Overview of a Media Advisor Role in Government Department

Primary purpose of the role

The primary purpose of this role is to contribute to the maintenance and enhancement of the reputation of the _____ portfolio by supporting the implementation of reactive media and public relations strategies as a s member of the Media team.

Key accountabilities

- Prepare and issue media statements whilst ensuring appropriate approval prior to release and under direction, act as organisational spokesperson as required.
- Support management in providing strategic communication advice by monitoring state-wide media, preparing material for public engagements and responding to media issues and inquiries out of hours (including early morning radio) as required.
- Support the management of major media and critical issues by researching and preparing media releases and media responses. Ensure a high level of service to members of the media by providing timely and accurate responses to media inquiries. Contribute to the functioning of issues management and media monitoring services.
- Coordinate event management preparation for public appearances and writing of material for public speaking by senior management, to ensure event objectives are achieved.

Key challenges

- Respond quickly in identifying communication requirements in a complex, diverse and interesting subject area.
- Providing effective advice and assistance to ensure alignment of public affairs and media matters, and ensuring alignment with the internal brand and the internal communications strategy.
- Support and provide clear, consistent and strategic advice to _____ on media and public affairs matters.
- Maintain key relationships with business areas, Minister's Office and other relevant stakeholders