

## Overview of a Senior Media Advisor Role in Government Department

### **Primary purpose of the role**

The Senior Media Advisor proactively develops and delivers integrated communications strategies and provides media management and advice to support \_\_\_\_\_ and whole of Government announcements, events and initiatives across multiple channels to achieve targeted, engaging, relevant and effective communications

### **Key accountabilities**

- Develop and coordinate of activities and events to promote the work of the Deputy Premier and the Department of \_\_\_\_\_
- Quickly produce accurate, media-savvy media releases, proactive and reactive media strategies and campaigns
- Provide well-considered, sound media advice
- Cultivate strong and effective working relationships with media outlets and key stakeholders
- Proactively identify key and contentious issues
- Respond quickly to the Deputy Premier's Office requests for assistance in responding to media enquiries

### **Key challenges**

- Working within tight timeframes, under close scrutiny and with multiple stakeholders, to complete projects
- Dealing with conflicting priorities and competing stakeholder expectations.
- Maintaining current knowledge of the government agenda in fast changing environment
- Maintaining skills and knowledge of trends, emerging technologies and best practice
- Balancing departmental role and responsibility while delivering essential government information.