Overview of role Director Media for Government Department

Primary purpose of the role

The Director, Media is responsible for leading and directing the Ministry Media unit and for coordinating media activity across _____ to deliver proactive media communications, issues management and strategic media management across the Ministry. Provide analytical and strategic advice and support to senior management in relation to media management and provide strategic direction and expert media relations advice to a range of stakeholders to ensure effective management of reputational risks for ___ and coordinated media response and prompt issue resolution.

Key accountabilities

- Lead and direct the Media unit including managing and developing staff, budget and projects to provide a coordinated approach to media communications, issues management and strategic media management across NSW.
- Provide expert and authoritative media relations advice to the Secretary and Senior Executive to support the effective management of issues, developments and events with the potential to undermine public confidence.
- Lead the development of media strategies and information presented to the media to respond effectively to significant issues, manage public reactions, shape community understanding and promote a strong and capable reputation
- Act as a spokesperson for the Ministry and communicate regularly with the media to ensure appropriate media response and positive flow of information between the Ministry and the public.
- Represent the Ministry at inter-agency meetings to negotiate coordinated media announcements and responses and to ensure that the position of ___ is clearly communicated.
- Oversee the development and implementation of a media policy, strategy and program to ensure consistent, informative system-wide proactive and reactive strategic approaches to media engagement are in place.
- Act as the key point of contact for strategic engagement on media and reputational issues with the Ministers' Offices on behalf of the health system and act as a professional centre of excellence for system media teams guiding capability development, utilisation, methodologies and policies, providing opportunities for work placement and rotation to build strategic capability and share knowledge.