

Overview of Senior Manager- Corporate Affairs role for Australian University

Position purpose

The Senior Manager, Corporate Affairs, with direction from the Chief Marketing Officer, leads the development and implementation of communication and media strategies and provides high level support to university leadership and multiple departments in the area of crisis and issue management. The Manager is responsible for enhancing and protecting the University's reputation, increasing its share of effective, positive media voice and strengthening key stakeholder relationships. In addition, the role is responsible for managing reputational risk through a comprehensive knowledge of diverse issues and situational awareness across multiple departments, to enable the provision of effective, accurate and timely media issues management and advice to the Vice-Chancellor and other senior executive staff on issues management and crisis communications.

Key responsibilities

1. Lead the provision of high-level strategic, pragmatic and timely advice, expertise and support for senior management relating to issues of significant complexity or sensitivity such as the coordination of crises and issues
2. Develop and Deliver proactive and reactive Crisis and Issues Management plans that create positive association with the brand and amplify that positive association while protecting the reputation of the University
3. Proactively engage with media to "close" irrelevant issues that reoccur
4. Monitor and measure key media relating to higher education both nationally and internationally to ensure insights are captured, emerging issues identified and mitigated, and highly specialised recommendations and advice provided to the senior management team
5. Strategically link activities to business objectives, prioritising the right message at the right time and getting cut through in a crowd media landscape
6. Maintain up to date knowledge of the strategic priorities and objectives for the University and the Vice-Chancellor and ensure they are embedded in all messages from the Vice-Chancellor's office
7. Prepare a spokesperson strategy for the University and provide ongoing support and media training for identified spokespeople
8. Act as the University spokesperson in response to media enquiries where appropriate
9. Build, maintain and leverage strong and constructive relationships with a broad range of external parties such as state, national and international journalists, trade and HE specific journalists, social influencers and bloggers to build our reputation and support its public affairs interests through identification of opportunities for the Vice-Chancellor to contribute to national and international media and fora
10. Work with external agencies to ensure ____ has the most up to date-best practice approach to issues and crisis management