



GOVERNMENT HOUSE
QUEENSLAND

POSITION DESCRIPTION

Designation:	Senior Communications and Media Advisor (SCMA)
Location:	Office of the Governor Government House 168 Fernberg Road Paddington QLD 4064
Postal Address:	Office of the Governor GPO Box 434 BRISBANE QLD 4001
Classification:	AO8 Level (equivalent)
Term:	Contract appointment
Reports to:	Deputy Official Secretary
Date of Review:	March 2022

ORGANISATIONAL ENVIRONMENT

The Office of the Governor exists to provide executive, personal, administrative and logistic support to the Governor and to manage Government House and the Government House Estate. This support enables the Governor to exercise the statutory and constitutional responsibilities and to fulfil the constitutional, ceremonial, and civic duties of office.

The Official Secretary is the Chief Executive and Accountable Officer for the Office of the Governor and principal advisor to the Governor. The Office of the Governor comprises an Executive and Corporate area and three functional areas: Strategic Program & Protocol; Facilities & Operations; and Hospitality. The functional areas are overseen by the Deputy Official Secretary (DOS) who is responsible to the Official Secretary (OS) for the operations of Government House and the delivery of the Governor's program. The position of Communication and Media Coordinator sits within the Executive and Corporate area and reports directly to the Deputy Official Secretary.

PURPOSE OF THE POSITION

The Senior Communications and Media Advisor provides the strategic conceptualisation, planning and implementation of the Office of the Governor's internal and external communications and the management of media.

CONDITIONS OF THE POSITION

The following conditions apply to the Senior Communications and Media Advisor (SCMA) position:

- The SCMA may sometimes be required to work non-standard hours, including early mornings, late evenings, weekends, and public holidays within a small team environment.
- The SCMA will be required to abide by the Office of the Governor's Code of Conduct.
- The SCMA can expect to partake in required Office of the Governor, and specific Professional Development training.
- The SCMA may be required to travel to support Regional Visits as programmed.

SUPERVISORY RESPONSIBILITIES

Direct supervision and coordination of the work of a pool of contract speechwriters/researchers and Office of the Governor staff.

Contract management of service providers.

DELEGATIONS AND AUTHORITY

The SCMA is authorised to purchase supplies and services within the financial delegation as set by the Official Secretary and in accordance with the Office of the Governor purchasing policies and guidelines.

DUTIES

Manage and provide strategic direction for all the day-to-day operations of the Communication and Media function of the Office of the Governor including:

- Manage, direct and prioritise workloads for a pool of contract speechwriters/researchers, Office of the Governor staff and service providers to ensure equity and team cohesion and the delivery of communication and media products to the standard and deadline specified.
- Manage the development, currency and implementation of systems, policies and standing operating procedures to support the efficient and effective operation of the communication and media function.
- Develop and maintain the Office of the Governor Strategic Communication and Media Plan.

- Develop and implement a business unit plan for Communication and Media and oversee and deliver the effective monitoring and accurate performance reporting in line with organisational requirements.
- Support the Office of the Governor in the management of the Communication and Media budget and actively participate in budget planning cycles. Maintain records and provide the necessary information for forecasting the cost of communication and media operations.
- Develop media releases and act as the point of contact for media engagement.
- Manage the development and maintenance of the Office of the Governor website and other online content including speeches, photos, and news articles.
- Coordinate and deliver an active social media presence for the Governor and the Office of the Governor on Twitter, Facebook and Instagram.
- Manage the service delivery model for the provision of communication products to support the Governor's Program. Manage services from external contractors for research briefs and for media and public relations support. Supplement capability with the pool of contract speechwriters/researchers to develop communication products.
- Manage the development and publication of a suite of publications, including the annual report and others detailing the history and heritage of Governors, Governors' Spouses, and the Government House estate.
- Ensure the quality, accuracy and timely production of outputs (e.g. speeches, forewords, briefs) produced by the communication and media service providers.
- Support senior Office of the Governor staff in the development and forward planning of the Governor's program and provide strategic communication and media advice to support the delivery of the program.
- Foster a continuous process improvement culture within the communication and media function identifying improvement opportunities to the benefit of the team and organisation.
- Attendance and participation in key committees and programmed meetings as required.

SELECTION CRITERIA

- Demonstrated experience in providing strategic leadership of a communication and media function and representing a high-profile organisation to the public and media. Experience in developing and implementing media/communication/marketing campaigns and media management.
- Excellent written communication capabilities, able to develop accurate and reliable communication outputs to a high standard responding to the needs of the target audience and timeframes.
- Demonstrated high level oral communication and interpersonal skills including the ability to manage the flow of people and business, liaise and consult with internal and external clients regarding sensitive and confidential matters, and maintain effective working relationships in a high-pressure environment.
- Highly developed stakeholder engagement capabilities with the ability to build and maintain collaborative and trusting relationships with a range of internal and external stakeholders drawing on influencing and negotiating abilities.
- Highly developed knowledge of contemporary communication mediums including the use of social media.

MANDATORY REQUIREMENTS or SPECIAL CONDITIONS

- Degree in communications and/or other relevant disciplines.
- Minimum 7 years' experience in a professional communication and media role.
- Attention to detail and strong organisation skills.
- Ability to work calmly under pressure and within a small dynamic team
- Ability to manage a complex workload and work to tight deadlines.
- A broad understanding of contemporary issues affecting the Queensland community and the role of the Governor would be an advantage.
- The Office of the Governor requires that all staff, contractors and visitors comply with its Covid-19 Safe Workplace policy. This includes being fully vaccinated or having a medical exemption.

ADDITIONAL INFORMATION

The Office of the Governor is committed to equal opportunity in employment

Applicants will be subject to a Police criminal history check and the successful applicant will be required to sign a statement of confidentiality.

A non-smoking policy operates in the workplace.

For a confidential discussion and further information please contact **Jane Harvey, Eden Ritchie Recruitment 0407 132 157** or email jane@edenritchie.com.au