



OFFICE *of the* OFFICIAL SECRETARY  
TO THE GOVERNOR-GENERAL

## Position Profile

<b>TITLE:</b>	SENIOR MEDIA & COMMUNICATIONS ADVISER
<b>CLASSIFICATION:</b>	GOVERNMENT HOUSE OFFICER LEVEL 6
<b>BRANCH:</b>	EXECUTIVE
<b>LOCATION:</b>	CANBERRA
<b>POSITION NUMBER:</b>	PN140

## About the work area

The Office of the Official Secretary to the Governor-General is a small Commonwealth budget funded statutory agency with staff located mainly at Government House in Canberra. The latest annual report for the Office can be found on the website for the Governor-General at [www.gg.gov.au](http://www.gg.gov.au).

The Senior Media and Communications Adviser, under the direction of the Deputy Official Secretary, provides advice and support for the Office of the Official Secretary to the Governor-General in relation to media and topical issues. The position also manages and updates the Government House website on a daily basis, through the provision of timely information and photographs. The Senior Media and Communications Adviser will work closely with the media, representatives of host organisations and members of the community in the provision of information regarding the Governor-General's program.

Applicants must be prepared to travel extensively including working on public holidays and weekends as required.

## About the job

The Senior Media and Communications Adviser will provide expert advice to the Governor-General, the Official Secretary and the Deputy Official Secretary on external and internal communications matters including media relations, publicity, online content and social media.

## Duties

1. In consultation with the Official Secretary and the Deputy Official Secretary, develop, deliver and review annually a communications plan, consistent with the offices Strategic and Corporate plans, in order to maintain and enhance the profile and understanding of the role of Governor-General.
2. Provide high level strategic communications advice to the Official Secretary, the Deputy Official Secretary and the Governor-General on all aspects of public engagement by the Governor-General and the Office as required.
3. Respond to reactive media enquiries and liaise with internal and external stakeholders, including event host organisations and media, to proactively identify, develop and manage media opportunities.
4. In consultation with the Official Secretary and the Deputy Official Secretary, forecast and manage contentious and sensitive issues.
5. Create and manage content for the website, [www.gg.gov.au](http://www.gg.gov.au), including event imagery.
6. Develop and deliver agreed social media channels for the Office such as Flickr, Twitter and Facebook.
7. Prepare media advisories, written and video messages and other communication material as required.

Immediate Supervisor: Deputy Official Secretary

Number of Subordinates: Nil

## **Selection Criteria**

1. Experience and credibility as a journalist, public affairs specialist or media or communications adviser including an established network of contacts within national, metropolitan and local media organisations.
2. Demonstrated ability to build relationships and to communicate effectively, both verbally and in writing, including liaising and negotiating with people at all levels of the media, government and the community.
3. Proven ability to meet deadlines under pressure with accuracy and attention to detail.
4. High standard of personal presentation as well as a demonstrated ability to exercise sound judgement, tact, diplomacy and discretion.
5. Available to work after hours and weekends, and to travel interstate and overseas as required.
6. Tertiary qualifications in communications or journalism, or other relevant qualifications are desirable.

*All positions at the Office of the Official Secretary to the Governor-General are prescribed and the successful applicant will need to pass and maintain a security clearance at the Negative Vetting 1 level.*