

# Media Liaison Officer - Job Description Form June 2011



## Section 1 - Office Identification

|                            |  |
|----------------------------|--|
| Effective Date of Document | TBA  |
| Job Title                  | Media Liaison Officer  |
| Division                   | Industrial   |
| Group                      | Publicity  |
| Office #                   | TBA  |
| Classification             | Level 5  |
| Salaries Agreement/Award   | CSA Staff Agreement 2011 \$72,663 - \$80,308 + Superannuation  |
| Key Responsibilities       | To produce high quality media articles and maintain a proactive media relations strategy for the organisation. |

## Section 2 - Reporting Relationships

|                                 |  |
|---------------------------------|--|
| Branch Secretary - Class 2      |  |
| ↑<br>Responsible to             |  |
| Communications Coordinator - L6 |  |
| ↑<br>Responsible to             |  |
| <b>This Office - L5</b>         | ← Offices under direct responsibility of this office - Nil |

## Section 3 - Statement of Duties - Context and Scope

The Community & Public Sector Union / Civil Service Association of WA (Inc) (CPSU/CSA) is the State Public Sector Union of WA. With over 16,000 Members we support workers in over 630 occupations in State Government.

### Our vision:

The CPSU/CSA will contribute to building a fairer and just society through being a leader in our community with active Members in our workplaces engaged in campaigns to improve wages, employment conditions and the quality of public services for our community. We believe that robust, dynamic and quality public services are the foundation of a fair and just society.

### We are committed to:

- Promoting democracy, solidarity and workplace rights
- Improving pay and working conditions
- Ensuring fairness, diversity and safety at work
- Being professional, relevant and inclusive

### We will achieve this by building an organising union where:

- Workplace leadership and Delegates are recognized as critical, are supported and developed and own the direction of the Union.
- Our vision and values reflect those of our Members.
- Members see themselves as the Union and recognize their active involvement is critical to winning.
- Our voice is strengthened through organising potential Members into our Union.
- Comprehensive and inclusive campaigns are conducted around Members' issues
- Our resources are targeted to deliver our strategies.

### Our goals are:

- Goal 1 Finding, developing, supporting Delegates and workplace leaders
- Goal 2 Communicating our vision to Members and developing Members understanding of the Union we need to be
- Goal 3 Increasing Members activism in our campaigns
- Goal 4 Increasing Membership in existing and new areas
- Goal 5 To be an acknowledged and respected leader in our community with strong allies
- Goal 6 Focus our resources on our priorities and goals



## Section 3 - Statement of Duties

The role of the Media Liaison Officer is to strengthen relationships with media outlets relevant to the strategic goals of the organisation— leading to an increased uptake of our stories in the media. They will operate with a high degree of independence in undertaking the duties of the position. Collaborates with the Communications Coordinator and works closely with the Elected Officials.

*The successful applicant will be independent and motivated, with significant experience and skills in communications, journalism, public relations or similar. They must have established contacts in state news organisations and demonstrate a commitment to the cause of organised labour and progressive values.*

The role includes the following:

- developing communications material including press releases, fact sheets, website copy, briefing notes for the media.
- liaising with journalists/media outlets and maps their areas of focus against the organisation's;
- co-ordination of media events;
- media monitoring;
- developing campaign messages from research/polling;
- working with other officers to achieve our major media and campaign objectives;
- assisting with the development, implementation and evaluation of corporate communications policy and protocols.

## Selection Criteria - Essential

- At least 4 years post tertiary qualification experience in media and/or public relations.
- Has a detailed knowledge of and extensive contacts within the WA media.
- Demonstrated experience in providing strategic advice to management on complex media/communications issues and performing media advocacy.
- Demonstrated ability to write and edit communications material including media statements, publications, website copy, news articles, fact sheets, briefing notes to deadline.
- An infectious enthusiasm for telling stories and an interest in learning about our diverse Membership.
- Excellent organisation, time management and problem solving skills.
- Excellent communication and interpersonal skills with ability to work cooperatively with others at all levels.

## Selection Criteria - Desirable

- An enthusiasm for digital journalism and the use of it's modern tools: digital SLR's/video cameras/audio recorders/authoring software/the web.
- Knowledge of the organisation and its governing body.