

## Media Advisor – Sydney NSW

**Full-time | Location – Sydney CBD**

**Salary: \$100,000 to \$110,000 plus super and leave loading.**

Our multi-portfolio team is looking for a highly motivated, experienced person to fill the role of Media Advisor in the Office of, Minister for Aboriginal Affairs and Treaty, Minister for Gaming and Racing, Minister for Veterans, Minister for Medical Research, Minister for the Central Coast.

### **About the Minister:**

Minister was first elected to the NSW Legislative Assembly as the Member for Wyong on 24 March 2007. In his ministerial roles he is working to implement NSW Government priorities across each of his portfolios.

### **About the role:**

Reporting to the Senior Media Advisor, the role plays a key role in the ministerial office, and will suit someone who:

- is passionate about clear communication to foster public change
- has versatility to shift between different portfolio areas
- is excited about working in a fast-paced environment
- has excellent writing skills
- is able to write engaging speeches for the Minister.

The Media Advisor will proactively support the implementation of communication strategies and media management to support the Minister and NSW Government announcements, events, initiatives across multiple channels to achieve targeted, engaging and relevant communications.

The role is responsible for supporting the proactive identification of key and contentious issues, responding to media issues, inquiries, and opportunities for pro-active media in consultation with the Ministerial policy and departmental media teams, including preparation of media statements, alerts, strategies, and releases in a highly effective and timely manner.

The role ensures the Minister has a clear, active and engaging media presence. It will involve working closely with the Senior Media Advisor and Policy Advisors to support proactive media engagement, as well as responding to media inquiries.

### **Media management**

This role develops and delivers written media materials, supports the planning and delivery of media events and opportunities and provides media advice to support Ministerial media opportunities across multiple channels.

This requires:

- Supporting the preparation of the Minister with media advice and messaging.
- Sharing weekend on-call duties).
- Daily media monitoring (traditional and social).
- The capacity to build strong and effective working relationships with media, government, and stakeholders.

### **About you:**

- You will be a self-starter with an understanding of the media. You possess strong communication skills and capacity to respond to media enquiries and identify media opportunities.
- Your ability to show initiative and work under minimal supervision and under pressure is essential.
- You have a keen interest in and sound knowledge of current and emerging public policy issues (or ability to rapidly acquire).
- You have strong analytical skills and capacity to comprehend complex issues, think strategically and adapt to changing circumstances.
- You have experience in successfully creating and executing compelling content tailored to various social media platforms.
- You have exceptional writing skills with the ability to develop compelling content, including media releases, Q&As, talking points, speeches and social content.
- You have the proven capacity to deal with conflicting priorities and competing stakeholder expectations.
- You are able to deliver to deadlines, identify, plan and execute proactive media opportunities and have exceptional issue and crisis management skills.
- You are flexible, agile and have availability to attend some after-hours and work on weekends as required (on a roster.)

### **How to apply**

To apply for the role of Media Advisor, [click HERE](#) you'll need to create an account on *I Work for NSW* and apply online. Your application should include:

- a **resume** which clearly details your relevant skills and experience (maximum 5 pages).
- a **cover letter** addressing how you meet the requirements of the role (maximum 2 pages).

**Applications close: 11:59pm Sunday 30 June 2024**

For enquiries, please contact Andy Meehan, Chief of Staff, Minister Harris on 0455 7816 76.

**Applications are to be lodged online at [iworkfor.nsw.gov.au](http://iworkfor.nsw.gov.au)**  
**Job Reference Number [0000AMK4](#)**