

POSITION DESCRIPTION

Position:	Media Officer
Reports to:	Chief Executive
Location:	Flinders University, Adelaide (WFH negotiable)
FT remuneration:	\$60,000
FTE:	0.8 FTE

About MCERA

The Media Centre for Education Research Australia (MCERA) is a not-for-profit organisation whose vision is to advance education by improving access to education research in the media. We operate nationally with offices based at Flinders University.

MCERA provides a conduit through which educational research and researchers are made more accessible to the media. MCERA provides journalists and other users with authoritative, independent and accessible insights from education research.

MCERA assists the media to disseminate research-based stories that contribute to community understanding on important education matters by:

- providing the media with a single point of access to a wide range of education research expertise.
- promoting well-informed education news by offering the media access to experts.
- making research findings more accessible and media-friendly.
- supporting educational researchers to more effectively engage with the media.

About the Role

The Media Officer is responsible for the media services of MCERA, ensuring that education research and education researchers are readily available to the media which in turn helps to inform the public about education issues.

Reporting to the Chief Executive, the Media Officer will work closely with education researchers, university media officers and the media to facilitate the coverage of education research and to advance education issues. Some data work will also be required.

Special conditions

- A flexible approach to working hours is required in order to provide an efficient and responsive media service.
- KPIs will be negotiated with the successful candidate.

Key responsibilities and duties

- Media
 - Research, develop, write and distribute media releases
 - Respond promptly to media requests for assistance in finding an expert
 - Monitor daily news media (including social media) and national and global trends for developing issues that MCERA could be engaging in
 - Develop and maintain excellent working relationships with journalists and editors
- Education researchers
 - Liaise with education researchers to source and collate media releases about new research and researchers' comments in reaction to breaking news
 - Engage with education researchers, supporting and advising them in preparation for talking to the media
 - Develop and deliver media training
 - Provide media advice to researchers and media and communications teams from universities and research organisations.
 - Develop and maintain relationships with relevant publishers
- Internal
 - Write and edit content for MCERA publications
 - Develop and produce regular newsletters for sponsors using email marketing software
 - Manage and moderate all social media platforms (Facebook, Twitter and LinkedIn) and devise strategies to increase engagement
 - Update and maintain the MCERA website
 - Monitor media coverage and generate data reports on MCERA's impact in the media
 - Manage and update MCERA databases
 - Support the Chief Executive in developing, implementing and monitoring marketing and communications plans

Person Specification

- Essential criteria
 - A degree or higher in a relevant discipline such as journalism, education, communications, public relations or media
 - Experience in media relations and writing media releases for distribution to the media
 - Excellent written and verbal communication skills (including copywriting, proofreading and editing)
 - Experience in managing social media sites
 - Strong computer literacy including experience working with databases
 - Experience in website maintenance
 - Demonstrated ability to work under pressure with tight deadlines
 - Excellent attention to detail with strong organisational skills
 - Initiative and proven ability to take responsibility for a given task
 - Relationship management skills and the ability to interact with people across a variety of topics and at senior levels
- Desirable Criteria
 - Experience in journalism, ideally television and/or radio
 - Experience in acting as a media spokesperson
 - Experience in using email management systems (Campaign Monitor or similar)
 - Demonstrated knowledge of key issues in education
 - Familiarity with Isentia's Media Portal
 - Basic knowledge of website management