

DEPARTMENT OF THE HOUSE OF REPRESENTATIVES

Duty Statement

Job Title	:	Media Outreach Manager
Classification	:	Parliamentary Service Level 6
Office	:	Parliamentary and Business Information Services

Security Assessment	:	Not assessed
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About the Section

The Parliamentary and Business Information Services section, within the Office of the Serjeant-at-Arms, is responsible for enabling the work of the House of Representatives and its Committees, through the provision of a range of information services and content development activities. The section supports a range of internal and external stakeholders.

The content and outreach team is responsible for developing and implementing strategies to inform, engage and promote the work of the department. This includes community engagement and education activities, and the development of digital content for members and other official stakeholders. The team is also responsible for publishing and graphic design activities, including oversight of the Department's digital publishing platforms.

Duties

Reporting to the Assistant Director, Content and Outreach, the Media Outreach Manager is responsible for planning, preparing, drafting and publishing information to enhance awareness of the activities of the House of Representatives and Parliament through a range of media platforms. The role works with committee secretariats to produce high quality media releases for distribution. The role is also responsible for planning and publishing social media educational comment across a range of social media platforms, including Facebook, Twitter and Instagram.

Duties include:

1. Managing the Department's social media presence and developing strategies to enhance understanding of the work of Parliament;
2. Assist with the development, implementation and evaluation of media strategies for parliamentary committee inquiries;
3. Provide media and communications advice to the Department, particularly to the parliamentary committees;
4. Prepare high quality written products for media, multimedia, outreach and educational purposes;
5. Develop content plans and strategies to leverage specific events and topical issues;
6. Contributing to other community engagement tasks as required by the team.

Duty representing highest function:	All
Immediate supervisor:	Assistant Director, Content and Outreach

Approved:

Serjeant-at-Arms

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Selection Criteria

Media Outreach Manager

Parliamentary Service Level 6

Parliamentary and Business Information Services

1. Demonstrated understanding of contemporary media and digital publishing environments.
2. Demonstrated ability to develop and implement media and public engagement strategies.
3. Proven public relations skills and experience, including broad experience working closely with the media.
4. Proven highly developed journalistic skills, as well as excellent communication, liaison and organisational skills.
5. Proven ability to work effectively in a small team environment and to tight deadlines.
6. Ability to acquire quickly a good working knowledge of parliamentary practices and procedures.

Approved:

Serjeant-at-Arms