

Office of Senator Larissa Waters			
Job Title	Media and Communications Advisor	Job Category	Electorate Officer B
Location	Brisbane-based, with travel to Canberra for all sitting weeks	Position Type	Full Time, ongoing
Starting Salary	\$79,251, plus ESA (see below) and travel allowance.	Reports To	Senator Waters and Chief of Staff for Senator Waters
Electorate Staff Allowance Points	8 ESA (\$16,395)	Last Reviewed	June 2022

Job Description

Senator Waters is seeking a full-time ongoing Media and Communications Advisor to join her small team (see Office Structure below) based in Brisbane, with regular travel.

The Media and Communications Advisor will be responsible for the Senator's social media and mainstream media presence. This will include building the Senator's profile, managing content for social media platforms, providing advice about media messaging and strategy, developing proactive and reactive story ideas, producing content, daily media monitoring, and maintaining and developing your own and the Senator's relationship with national and Queensland media.

Media work will be focused largely on the Senator's portfolio areas (women and democracy), as well as on all other issues affecting Queensland (in consultation with other Greens Qld MPs and the relevant national portfolio holder's media advisor).

This position will involve travel to Canberra for all Parliamentary sitting weeks (around 110 nights per year), plus travel around Queensland, some weekend work and irregular hours. The Media and Communications Advisor is part of a small, collaborative electorate office based in Brisbane, as well as linking into the national Greens MPs communications team.

The position is offered under the Members of Parliament (Staff) Act 1984 and conditions are outlined in the [Commonwealth Members of Parliament \(Staff\) Enterprise Agreement 2020-23](#). In addition to the salary, an additional amount ('electorate staff allowance') is granted in recognition of the long and irregular hours. Generous employer sponsored superannuation of 15.4% also applies.

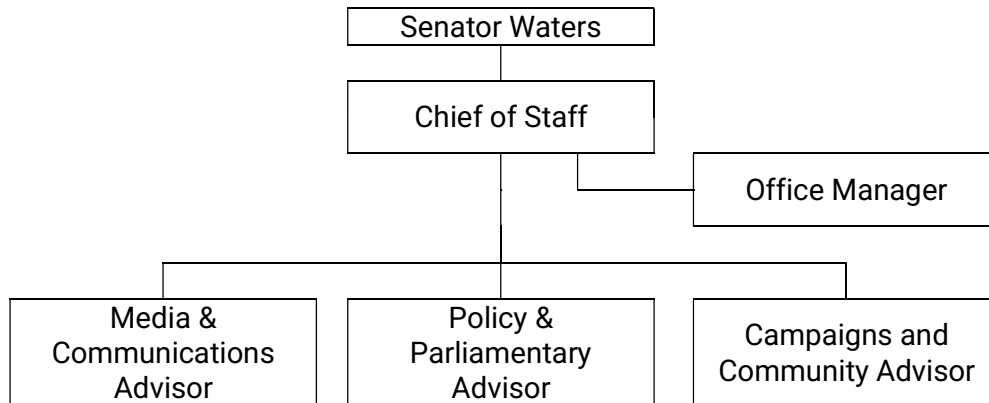
Roles and Responsibilities

1. Provide key media and messaging advice, strategy and implementation.
2. Manage the Senator's social media pages (Facebook, Twitter, Instagram) in consultation with the Senator; with some assistance from other members of the team.
3. Provide daily morning media monitoring, verbal and written, and update the Senator during the day on breaking relevant stories (portfolio, Queensland, Greens).
4. Accompany the Senator on all Queensland, inter-state and Canberra travel, to gain media coverage and create social media content.
5. Develop and implement a comprehensive media strategy for the Senator - as part of a broader communications strategy and office strategy - which encompasses mainstream media and niche online and offline publications, to further build the Senator's profile.
6. Liaise with media (field requests, develop and manage relationships with journalists, producers etc), including Press Gallery and national contacts, Queensland media and regional media on all Queensland travel.
7. Proactively develop stories and pitches to a wide variety of news and lifestyle media in print, online and broadcast.
8. Write and distribute media releases, statements, media packs, and opinion articles, circulate to the Greens team, upload to Greens website and tweet relevant excerpts.
9. Prepare for, develop, advise on, and manage media events including press conferences, scheduled media appearances, joint media events, etc.
10. Photography and/or videography of the Senator at press conferences and any events or community activities that you attend with her, for socials content creation.

Selection Criteria

- Highly developed written, verbal and interpersonal communication skills
- Relevant tertiary qualifications and/or experience in media relations or as a journalist
- A demonstrated understanding of the Australian media and political landscapes and sound knowledge of Australian Greens' policies
- Demonstrated experience of managing accounts on social media platforms Facebook, Twitter and Instagram including creating engaging content and using platform analytics to maximise reach.
- Strong analytical skills and demonstrated capacity to comprehend complex issues, think strategically and adapt to changing circumstances
- Ability to work as part of a small team, under time constraints and strict deadlines, with a minimum of supervision
- Familiarity with MS Office suite, Outlook and with social media platforms
- Driver's licence (manual an advantage)

Office structure



** The office may also engage non-ongoing staff to assist with complex casework, community engagement, graphic design or other project work from time to time.*

Senator Waters' office is an inclusive, safe and respectful workplace and equal opportunity employer. All staff will be required to complete anti-bullying, anti-racism and harassment training, and to comply with workplace policies.

All employees are expected to sign a confidentiality agreement and code of conduct prior to commencing their employment. A probationary period of 3 months, with the option of extending by a maximum of two months, will apply.

How to apply

Please send a cover letter of no more than 2 pages addressing the selection criteria and roles and responsibilities, along with your resumé via email to jess.feehely@aph.gov.au by **Wednesday, 6 July 2022**.