



# Position Description

## Media Officer

### Marketing & Communications

## Position summary

The Media Officer is a member of the Marketing & Communications team whose objective it is to develop, implement, evaluate and support strategic and tactical marketing and communications.

We are looking for someone who is a self-starter and passionate about creating new strategies and implementing fresh new ideas. As a student organisation, there are ample leadership opportunities available down the line. The ideal candidate will have leadership potential and be able to take ownership over the media portfolio.

You will be handling external relations, media relations, project marketing, partnership and sponsorship proposals, grant applications, management of website design and content, and overseeing external documentation.

The Media Officer reports to the Marketing & Communications Manager of the University of Melbourne SIFE.

## Selection criteria

Positions Available: 1

### Eligibility

1. Enrolled student at the University of Melbourne until at least December 2012, as an undergraduate or postgraduate student.
2. Willing to commit a minimum of five hours per week, excluding meetings, during non-exam periods
3. Willing to check email account daily and respond within 48 hours

### General SIFE selection criteria

1. Passion and belief in helping others
2. Very strong commitment to the team
3. Advanced level of verbal and written communication
4. Ability to meet deadlines
5. High level of professionalism

### Role specific selection criteria

6. Outstanding written and verbal communication skills
7. Strong interpersonal skills



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8. **Strong understanding of the press release and editorial formats**
9. **Experience in writing professional documents**
10. **Ability to create, manage and leverage a database of media contacts and build relationships with key contacts**
11. **High level of organization and the ability to manage multiple tasks within strict timelines**
12. **Advanced level of computer literacy**
13. **High level of attention to detail**
14. **Ability to be resourceful and problem solve as issues arise**
15. **High level of initiative and ability to work independently**
16. **Creativity and ability to generate innovative ideas**

### Additional desirable selection criteria

1. **Experience in a marketing, communications or a public relations role is advantageous but not essential.**
2. **Experience in professional writing, editing or publishing is advantageous but not essential.**

## Responsibilities

### Media

- **Research, write, edit and produce material for a range of media in both digital and print form. This can include press releases, editorials newsletters and web content.**
- **Create and manage a comprehensive database of media contacts**
- **Leverage and manage relationships with media sources with the goal of increasing coverage of SIFE achievements and events**
- **Liaise with each SIFE project's media or marketing officer and members of the SIFE Executive Committee to identify key events and milestones to publicise**
- **Develop, co-ordinate and evaluate a media strategy for with each SIFE project**
- **Maintain up-to-date information on external online digital media**

### Marketing & Communications

- **Support the development and execution of proactive, innovative strategic marketing**
- **Support the research, writing, editing and production of material for a range of marketing material**
- **Manage web content for the SIFE website**
- **Identify and develop business relationships vital to the success of the SIFE projects**
- **Maintain the SIFE brand**



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## Marketing & Communications

- **Participate in idea-generation and other creative aspects of the Marketing & Communications function**
- **Provide support to the Marketing & Communications Manager, other members of the Marketing & Communications team, and media officers within each project**

### About the University of Melbourne SIFE

**Students in Free Enterprise is a network of over 38,000 students, studying at more than 1,500 universities worldwide, who endeavour to use classroom knowledge to address socio-economic problems in their local or international communities. With the assistance of academic and business leaders, SIFE students are committed to making a difference by creating sustainable economic opportunities for disadvantaged groups.**

**The University of Melbourne SIFE is the largest SIFE team in Australia, with an active membership of 74 students who spend 26,520 hours annually on 3 projects. In July 2007, the team was named SIFE Australia National Champion and reached the semi-finals of the SIFE World Cup in New York City, representing Australia amongst the leading 44 teams from around the globe.**