

Position Description



MEDIA OFFICER (MARKETING & COMMUNICATIONS)

1. 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. This includes external relations, media relations, project marketing, partnership and sponsorship proposals, grant applications, management of website design and content, and overseeing all external documentation. This Media Officer's role will be centred on the creation of various documents appropriate for a range of digital and print media to promote SIFE to external stakeholders.

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

2. Selection Criteria

Positions Available: 1

Eligibility

1. Enrolled student at the University of Melbourne until at least December 2011
2. Willing to commit a minimum of five hours per week, excluding meetings, during non-exam periods
3. You agree to check your preferred 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
6. Ability to work effectively in a team

Role Specific Selection Criteria

1. Outstanding written and verbal communication skills
2. Strong interpersonal skills
3. Strong understanding of the press release and editorial formats

4. Experience in writing professional documents
5. Ability to create, manage and leverage a database of media contacts and build relationships with key contacts
6. High level of organization and the ability to manage multiple tasks within strict timelines
7. Advanced level of computer literacy
8. High level of attention to detail
9. Ability to be resourceful and problem solve as issues arise
10. High level of initiative and ability to work independently
11. Creativity and ability to generate innovative ideas

Additional Desirable Selection Criteria

1. Experience in a marketing, corporate communications or public relations role
2. Experience in professional writing, editing or publishing

Time Commitment

1. One one-hour weekly meeting
2. Average of five hours per week in project tasks (average of 1-2 hours during exams)

3. 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
- 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

4. Other Information

Organisation Unit

Students In Free Enterprise (SIFE) is a network of over 38,000 students, studying at more than 1,500 universities around the world, 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.

SIFE teams manage a diverse portfolio of projects, which operate on the principles of market economics, education and training, entrepreneurialism, financial management, business ethics and sustainability. At a global level, SIFE is supported by hundreds of leading companies and organisations that believe in securing a future led by ethical business leaders with a broad worldview and a commitment to helping others. Every year, SIFE students are changing the lives of millions of people, whilst developing the skills to become socially responsible business leaders.

The University of Melbourne SIFE team is helping those left out of the free market economy to gain the education, skills, and experience to achieve increased access, opportunity and success. They see growing social inequality and environmental degradation as market failures, and are working to close these gaps – one student-led initiative at a time – for positive change.

The University of Melbourne SIFE is the largest SIFE team in Australia with an active membership of 62 students who spend 22,978 hours annually on 3 projects. In July 2007, the team was named SIFE Australia National Champions and reached the semi-finals of the SIFE World Cup in New York, representing Australia amongst the leading 44 teams from around the globe.