

NATIONAL LIBRARY OF AUSTRALIA

DUTY STATEMENT

Date Approved: 10/06/2008

Position Number: 1562

Classification: Australian Public Service Officer Level 6
Division: Executive Support & Public Programs Division
Branch: Communications and Marketing Branch
Title: Media Liaison Coordinator

Security Assessment: Not assessed

DUTIES

- 1 Plan and organise the preparation, writing and editing of publicity and public information material, including media releases, online and print articles, advertising copy and promotional brochures
 - 2 Maintain and develop excellent relations with media representatives from a wide range of media organisations in order to promote the Library.
 - 3 Monitor and analyse media coverage and report as required.
 - 4 Liaise with staff across the Library and assist in the preparation of communication and marketing strategies.
 - 5 Liaise with external staff and organisations and represent the Library on relevant committees as required.
 - 6 Assist in the coordination of the day- to- day activities and workflows of the staff in the Communications and Marketing Branch.
 - 7 Ensure the application of Workplace Diversity, Industrial Democracy and Occupational Health and Safety principles and guidelines in the workplace.
 - 8 Other duties as required.
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Duty representing highest function: 1

Immediate Supervisor: Executive Level 1 (PN 1603)

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SELECTION CRITERIA

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- 1 Tertiary qualifications and/or demonstrated experience in media liaison and communications at a national level.
- 2 Demonstrated experience in writing and editing a range of material for the online and print environment including media releases, articles, advertising and promotional copy to a high standard.
- 3 Proven experience in working with a wide range of Australian mainstream, specialist and new media.
- 4 Demonstrated high-level communication, liaison and negotiation skills, including the capacity to draft reports and correspondence to a high standard.
- 5 Highly developed interpersonal skills, including the capacity to work in and lead small teams including contractors.
- 6 Knowledge of Workplace Diversity, Industrial Democracy and Occupational Health and Safety principles and guidelines.

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Job description for advertising

Date Approved: 23/07/2007

Position Number: 1562

Date Printed: 23/7/2007

Security Assessment: Not assessed

The Communications and Marketing Branch of the National Library of Australia is seeking an energetic, talented, professional communicator to join our busy team.

You must have experience in generating media coverage and related marketing activities within a complex organisation. Experience in using online communication strategies would be well regarded.

You will be a hands on professional capable of working within the team and independently when required. Good organisational, computer and planning skills are a must. If you have a demonstrated track record, private or public sector, we encourage you to apply.

For further information please telephone Helen Kon, Assistant Director General, Communications, Marketing and Community Programs, National Library of Australia (02) 6262 1249