

POSITION DESCRIPTION

POSITION TITLE:	Media Advisor
POSITION NO:	103992
DIVISION:	People, Customer and Communication
DEPARTMENT:	Strategic Communications
SECTION:	Corporate Communications and Reputation
STATUS:	Permanent Full Time
CLASSIFICATION:	Band 6
LOCATION:	Broadmeadows Office and working from home
DATE:	June 2026

POSITION OBJECTIVE:

The Media Advisor plays a specialist advisory and delivery role within the Strategic Communications Department and supports the delivery of proactive media, publicity and reputation management activities across Council.

Working within the Corporate Communications and Reputation team, a key function of the role is to proactively monitor, analyse and interpret media coverage, community sentiment and emerging issues across traditional and digital channels. The Media Advisor translates these insights into timely, actionable advice and reporting to leadership, supporting informed decision-making and enabling the organisation to respond effectively to reputational risks, community concerns and emerging trends.

The Media Advisor builds and maintains strong relationships with media outlets and journalists, manages media enquiries, supports spokesperson preparation and contributes to reputation management, issues management and crisis communications activities.

The role works collaboratively across the Strategic Communications Department and broader organisation to ensure Council's public narrative is coordinated, accurate, timely and aligned with organisational priorities.

KEY RESPONSIBILITIES AND DUTIES:

1. Media Relations and Publicity

- Develop and implement proactive media activities that support Council priorities, services, projects, programs and events.
- Identify and generate positive media opportunities that promote Council initiatives, achievements and community outcomes.
- Develop media releases, statements, media kits, key messages, briefing materials and spokesperson notes.
- Coordinate media opportunities including interviews, photo opportunities, media calls and media events.
- Build and maintain productive relationships with journalists, media outlets and industry contacts.
- Act as a key point of contact for media enquiries and coordinate responses within agreed service standards.
- Support media training and spokesperson preparation activities.

2. Reputation and Issues Management

- Monitor media coverage, public sentiment and emerging issues that may impact Council's reputation.
- Identify reputational, political and stakeholder risks and escalate appropriately, supported by evidence and analysis.
- Provide insight-led advice and recommendations to support early intervention and proactive issue management.
- Support implementation of issues management, crisis communications and emergency communications responses.
- Assist in developing communications approaches and recommendations to support effective issue management.
- Work with stakeholders to address underlying issues identified through media and sentiment analysis, contributing to improved organisational outcomes.
- Maintain awareness of local, state and national issues relevant to Council operations and priorities.
- Contribute to the protection and enhancement of Council's reputation through proactive and responsive communications activities.

3. Strategic Media Planning and Advisory

- Provide media advice and recommendations to stakeholders across the organisation.
- Use media insights and community sentiment data to inform communications planning, campaign development and organisational messaging.
- Participate in forward planning discussions to identify media opportunities, risks and upcoming priorities.
- Support development of media strategies and communications approaches for key organisational initiatives.
- Work collaboratively with subject matter experts to identify and develop compelling stories and public narratives.
- Assist stakeholders to navigate media processes, approvals and governance requirements.
- Ensure media activities align with Council priorities, governance requirements and brand standards.

4. Media Monitoring, Reporting and Insights

- Proactively monitor media coverage, digital channels and community sentiment to identify emerging issues, risks and opportunities.
- Prepare timely, high-quality reporting and briefings for leadership, including the Executive Leadership Team, to support informed decision making.
- Analyse media trends, issues, public narratives and stakeholder sentiment to inform communications planning.
- Translate insights into clear, actionable recommendations to address emerging issues, improve communications approaches and support service and policy responses where appropriate.
- Develop and maintain systems and approaches to monitor and evaluate media and sentiment data, ensuring continuous improvement in reporting quality and usefulness.
- Measure and report on media outcomes, trends and reputational impact to demonstrate value and inform future planning.
- Provide recommendations for continuous improvement based on insights and data.

5. Collaboration and Continuous Improvement

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- Work collaboratively with Advisors and specialist communications teams to deliver integrated communications outcomes.
- Contribute to continuous improvement of media processes, systems, templates and governance frameworks.
- Promote best-practice media and communications approaches across the organisation.
- Share knowledge, learnings and insights with colleagues to support capability development.
- Participate in departmental planning, service reviews and continuous improvement initiatives.
- Represent the Strategic Communications Department in meetings, workshops and working groups as required.

ORGANISATIONAL RELATIONSHIPS:	
Reports to:	Coordinator, Corporate Communications and Reputation
Supervises:	Nil
Internal Contacts:	CEO, Executive Leadership Team, Senior Leadership Team, Mayor and Councillors, Managers, Coordinators, Team Leaders and staff
External Contacts:	Media organisations, journalists, photographers, government stakeholders, community organisations, suppliers, agencies and external partners.

ORGANISATIONAL CONTEXT

VISION

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

MISSION

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

OUR VALUES

At Hume City Council, our Values underpin everything that we do.



We're better, every day
We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.



We're in it together
At Hume, everyone matters. We welcome and include all. Respect and safety are expected.



We show up
We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.

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All for Hume

We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.

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WORK HEALTH & SAFETY (WHS)

Employees are required to participate in the WHS process by:

- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.
- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance.

Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Waste & Sustainable team and Climate Action Integration team lead Council activities in this area, however all Council departments have a direct responsibility for implementing environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

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POLICE CHECK:

The incumbent must have and maintain a current Police Check

Mandatory
for all Hume
City Council
Employees

WORKING WITH CHILDREN CHECK:

The incumbent must have and maintain a current Working with Children Check

☒ YES ☐ NO

PRE-EMPLOYMENT MEDICAL CHECK

The incumbent must undergo a Pre-Employment Medical Check Medical (including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.)

☒ YES ☐ NO

Audio Test

☐ YES ☒ NO

PSYCHOMETRIC ASSESSMENT

The incumbent must undergo a series of psychometric assessments (Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position

☐ YES ☒ NO

OTHER DUTIES

Responsibilities and duties included in this position description are subject to the *Multi-skilling* provisions of the *Hume City Council Enterprise Agreement* as varied from time to time.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Managing proactive media and publicity activities across the organisation.
- Developing media materials and coordinating media opportunities.
- Providing timely, accurate and insight-driven media and sentiment reporting to leadership to support decision-making and organisational response.
- Providing professional media advice and recommendations to stakeholders.
- Managing media enquiries within agreed service standards.
- Escalating reputational, political and organisational risks where required.
- Monitoring media coverage and providing analysis and recommendations.
- Supporting issues management, crisis communications and reputation management activities.
- Ensuring media activities align with Council objectives, governance requirements and community expectations.
- Displaying and promoting Our Hume Values and Guiding Behaviours.
- Maintaining knowledge of and working within organisational policies and procedures including WHS, EEO and Code of Conduct.
- Authorising payment of accounts in accordance with Council's purchasing policy.

JUDGEMENT AND DECISION MAKING:

The incumbent is responsible and accountable for:

- Strong analytical, problem-solving and communication skills.
- Sound judgement when managing media activities in politically and socially sensitive environments.
- The ability to exercise initiative and independent judgement within established frameworks.
- Effective prioritisation and workload management skills.

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- The ability to identify reputational risks and determine appropriate escalation pathways.
- Decision-making in relation to media planning, stakeholder management and media delivery.

SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Demonstrated knowledge of media relations, publicity and reputation management principles.
- Strong understanding of contemporary media environments and news cycles.
- Excellent writing, editing and messaging development skills.
- Experience developing media releases, statements, briefing materials and spokesperson content.
- Strong stakeholder management and relationship-building skills.
- Experience monitoring, analysing and reporting on media coverage.
- Understanding of issues management, crisis communications and organisational communications.
- Knowledge of local government operations, political environments and governance processes.

MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Ability to operate with minimal supervision and show high levels of initiative.
- Ability to maintain professionalism, integrity and confidentiality.
- Strong stakeholder management, negotiation and influencing skills.
- Effective workload management and prioritisation skills.
- Ability to manage multiple competing priorities in a dynamic environment.

INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Ability to gain cooperation and assistance from people with diverse backgrounds and cultures, both within and external to the organisation, to achieve the objectives of this position.
- Ability to communicate effectively and consult in a socially and politically sensitive environment.
- Ability to provide specialist advice to people unfamiliar with communication principles.
- Ability to work collaboratively as part of a team to resolve problems and handle complaints effectively.
- Ability to manage difficult conversations professionally and constructively.

QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Tertiary qualifications and/or substantial demonstrated experience in journalism, media, communications, public relations or a related discipline.
- Demonstrated experience in media relations, publicity, reputation management or corporate communications.
- Experience developing media materials and managing media enquiries.
- Strong understanding of local, state and federal government and experience working in a political environment.
- A current driver's licence.

TASK ANALYSIS

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In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling weights – above 10kgs	☐	☐	☐	X
– below 10kgs	☐	☐	☐	X
Manual handling frequency	☐	☐	☐	X
Repetitive manual work	☐	☐	☐	X
Repetitive bending/twisting	☐	☐	☐	X
Repetitive kneeling/squatting	☐	☐	☐	X
Working with arms above head	☐	☐	☐	X
Lifting above shoulder height	☐	☐	☐	X
Using hand tools – vibration/powered	☐	☐	☐	X
Operating precision machinery	☐	☐	☐	X
Close inspection work	☐	☐	☐	X
Wearing hearing protection	☐	☐	☐	X
Wearing eye protection	☐	☐	☐	X
Wearing safety shoes/boots (steel cap) / gum boots	☐	☐	☐	X
Wearing other relevant PPE	☐	☐	☐	X
Working in dusty conditions	☐	☐	☐	X
Working in wet/slippery conditions	☐	☐	☐	X
Working with chemicals/solvents/detergents	☐	☐	☐	X
Washing hands with soap (hygiene)	☐	☐	☐	X
Working at heights	☐	☐	☐	X
Working in confined spaces	☐	☐	☐	X
Working in chillers (+4 degrees C)	☐	☐	☐	X
Performing clerical duties	☐	X	☐	☐
Working on a keyboard	X	☐	☐	☐
Driving cars and/or trucks	☐	☐	X	☒
Other (please specify)	☐	☐	☐	☒
Other special features (e.g. nature of chemicals, travelling requirements etc):				

VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position

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description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.

Name (Please print):

Signature:

Date:

SELECTION CRITERIA:

Selection will be based on the following selection criteria; however, reference will also be made to other listed skills, knowledge and attributes as required in the position description:

1. Tertiary qualifications in Communications, Public Relations, Journalism, Marketing or a related discipline, or equivalent demonstrated experience.
2. Demonstrated experience in media relations, public relations, corporate communications or a similar communications role.
3. Experience developing media releases, statements, briefing materials and content for a range of audiences and channels.
4. Strong stakeholder relationship management skills, including the ability to build and maintain effective relationships with journalists, media outlets and internal stakeholders.
5. Demonstrated ability to manage multiple priorities and respond effectively in a fast-paced and politically sensitive environment.
6. Excellent written and verbal communication skills, including the ability to translate complex information into clear, engaging and audience-appropriate content.
7. Experience monitoring media coverage, identifying emerging issues and providing communications advice and recommendations.
8. Demonstrated ability to identify reputational risks and apply sound judgement when managing sensitive issues and communications matters.
9. Understanding of local government, public sector or political environments and the factors that influence reputation and stakeholder perceptions.
10. Commitment to continuous improvement, collaboration and delivering high-quality communications outcomes.
11. Current driver's licence.

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