

Position Description



| Position Title | Media Adviser |
|--------------------------|--|
| Position No | 00034509 |
| Delegation Level | 006 |
| Job Designation | Adviser |
| Organisational Unit | Media |
| | Corporate & Government Affairs |
| Work Centre | Brisbane |
| Position Type | Permanent |
| Rail Safety Worker | No |
| Medical Fitness Standard | Refer to relevant business instructions. |
| Performance Plan Type | Team Member/Tech Prof |
| Shiftworker | No |
| Classification (Range) | AS5 .1 - AS5 .4 |
| Pay Scale Type | ASPT |
| Reports to Position | Team Leader Media |

QUEENSLAND RAIL VALUES:

1 Queensland Rail - We do better together
Treat others with respect - We appreciate everyone's contributions and differences
Empower our people - We have confidence in our people
Act Safely - We work safe, to go home safe
Make a positive difference - We learn from today, to improve tomorrow

Position Purpose

To ensure Queensland Rail's corporate reputation is enhanced by delivering media relations activities.

Position Responsibilities

1. Assist in developing and implementing key communication and media strategies and campaigns.
2. Monitor media issues and assessment of media risks that involve or impact on Queensland Rail and provide advice to senior management.
3. Coordinate major media and community events that are the responsibility of the Corporate Affairs team.
4. Identify media opportunities and research, write and distribute media releases and respond to media enquiries from journalists.
5. Evaluate and report on the impact and effectiveness of media activities.
6. Write copy for corporate communications including intranet and internet, external communications including media releases, corporate publications, speeches and promotional material.

Additional Factors

The appointee will be required to :-
- Comply with Queensland Rail's Code of Conduct;
- Observe all legal and safety obligations of the organisation;
- Work outside usual office hours as necessary.

What is the key selection criteria

1. High level of skills in providing strategic communication advice, including developing, implementing and evaluating

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programs to support business initiatives in a commercial environment.

2. High level interpersonal and communication skill, including media liaison, consultation and advisory skills.
3. High level of written communication skills including preparation of speeches, media releases, newsletters and fact sheets.
4. High level of skill to manage multiple projects in a timely manner and within budget if required.
5. Substantial knowledge of Queensland media.
6. Knowledge of and willingness to commit to and work within Queensland Rail's values and behaviours.

Pre-employment Checks:

Not Applicable

Mandatory Qualifications (If not already held, I will gain these when in position)

40007588 All Aboard
40001627 Building Emergency Procedures

Enterprise Qualifications (If not already held, I will gain these when in position)

40009601 Code of Conduct Refresher
40006537 Rail Safety Awareness

Health, Safety and Environment Responsibilities

Comply with the overarching document called Health, Safety and Environment Responsibilities MD-11-6843 located in the Safety and Environment Management System.

Personal Protective Equipment needs:

Refer to relevant business instructions.

Safety Publications

Refer to relevant business instructions.

Please Note:

Queensland Rail has a random alcohol and other drug testing program.
Testing can occur anywhere, at any time, on any day.