

Position Description



Position Title	Social Media Adviser
Position No	00070188
Delegation Level	006
Job Designation	Adviser
Organisational Unit	Media
	Media and 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

This role provides expert media and public relations advice and support services for the business. Specifically, this role is required to create content to be published via Queensland Rail's social media channels.

Position Responsibilities

1. Build and maintain Queensland Rail's brand and reputation through the delivery of superior media and public relations services, specifically through social media channels.
2. Assist with the development and implementation of, in accordance with industry best practice, comprehensive and detailed media and public relations plans and campaigns with specific focus on social media channels.
3. Write copy suitable for publication via social media channels for both proactive and reactive purposes.
4. Support the creation of digital content (photographic and audio-visual material) for use by mainstream media outlets and published via social media channels, websites, and other digital assets.
5. Identify opportunities to promote Queensland Rail's services through media and public relations activities, especially social media channels.
6. Establish and maintain strong working relationships with key internal and external stakeholders to ensure the successful delivery of media and public relations plans and campaigns, especially for social media channels.
7. Monitor mainstream media outlets and social media channels to ensure Queensland Rail's operations are presented in accordance with the company's values and corporate objectives, and respond as required.

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8. Create reports on Queensland Rail's media and public relations activities, especially social media activities.

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.

Qualifications in communications or similar would be a advantage.

What is the key selection criteria

1. High level of written, oral, and interpersonal communication skills, including the preparation of media releases and social media copy.
2. High level social media skills, including the ability to create effective and innovative content, scheduling, and reporting.
3. High level of photographic, filming and editing skills, including experience with a wide variety of software to support the creation of digital media content.
4. High level of skill in implementing comprehensive and detailed media and public relations plans and campaigns, particularly for social media channels.
5. High level of problem solving skills to ensure the effective delivery of media and public relations plans and campaigns, especially for social media channels.
6. Substantial level of skill in balancing priorities and working within tight timeframes in a high-pressure work environment.
7. Substantial level of skill in working autonomously and as a member of a team with the ability to successfully work with multiple teams and stakeholders within Queensland Rail.
8. Substantial level of influential skills with the ability to influence stakeholders at all levels, adapting communication and engagement style accordingly and to work with diverse stakeholders and build constructive working relationships to achieve positive outcomes for Queensland Rail.
9. Sound knowledge and the ability to learn and understand the different aspects of the rail industry and understand Queensland Rail's business objectives.

Pre-employment Checks:

Not Applicable

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.

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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.