

Media and Communications Manager

Salary range \$135,000-\$145,000 (including superannuation) with potential bonus

Energy Networks Australia is the peak national body representing Australia's gas distribution and electricity transmission and distribution businesses. As such it is a key participant in the development of a better understanding of energy issues across the entire Australian community. For further information, see our website at <http://www.energynetworks.com.au>.

Help Shape Australia's Energy Future

Reporting to the General Manager Corporate Affairs, the Media and Communications Manager is responsible for the development and delivery of strategic media and communications services and advice to the senior leadership team. The role is the key contact for external media outlets and media and communications professionals working in our member organisations.

This is an exciting and challenging position with a salary package that reflects the seniority and demands of the role. The position is based in the Melbourne CBD and some travel is required.

Key Areas of Responsibility:

- » Proactive and reactive media management, including media liaison, coordinating responses to media queries, drafting media releases, opinion pieces and advertorials, development and promotion of positive media opportunities;
- » Social media and website strategy and management;
- » Provision of strategic media advice to the CEO and GM Corporate Affairs and assistance preparing for public forums and media engagement;
- » Development of media and communications strategies, including key messaging, talking points and Q&A and identification of media platforms;
- » Drafting of various communication tools and publications;
- » Liaison with member business communications teams about media and communications issues; and
- » Twice weekly early morning preparation of a sector-wide energy news brief distributed to members and stakeholders.

Selection Criteria:

To apply for the above position, **all applicants must submit a brief statement** addressing the following selection criteria:

Essential:

1. A demonstrated ability to provide strategic media and communications advice, take initiative and work quickly under pressure;
2. Experience developing and executing engaging digital media content as well as traditional media and communications strategies.
3. Strong writing and editing skills;
4. A proven capacity to build and maintain relationships with key internal and external stakeholders and with the media; and
5. A demonstrated ability to manage websites as well as website and digital media analytics and familiarity with marketing and communications platforms such as Campaign Monitor.

Desirable:

6. Strong network of national and state media contacts;
7. Experience working within an industry association or within the energy sector.

Please forward your CV, together with a statement addressing the selection criteria, to Alan Wilson at Alan Wilson Consulting alan@alanwilsonconsulting.com.au no later than **5pm, Thursday 12 March 2020**. Please note only applications accompanied by a statement against the selection criteria will be considered for this position.

Further enquiries can be made by contacting Alan Wilson on 0414 470 460 or info@energynetworks.com.au.