POSITION SUMMARY

The Senior Journalist will take a leading role in promoting the reputation of the Faculty of Engineering at UNSW through external media, publications, digital media and where relevant social media. The Faculty journalist will be a faculty focussed/Faculty based resource that meets the policies and guidelines of the UNSW Office of Media and Communications.

ORGANISATIONAL ENVIRONMENT

Overview of the Faculty/School/Divisional Work Unit

The Faculty of Engineering has over 7000 students and 800 staff. It has a strong research focus with significant achievements in the national competitive grants scheme. There are 9 Schools and multiple research centres within the Faculty. The UNSW Office of Media and Communications handles external media relations, corporate publications, the UNSW Web and internal communications for both central administration and faculties. The Office includes the news office, UNSWTV and the Central Web Unit. It promotes the institution’s reputation and the research, teaching and other achievements of our academics to domestic and international audiences through external media, corporate publications and social media. It also provides media training and advice to Deans, Heads of School and individual academics as required, and is responsible for across-campus internal communications.

Specific audiences likely to be influenced by the output of this role include potential students and their parents, existing and potential industry partners, existing and potential donors, domestic and international alumni, federal, state and local government and the UNSW community.

Reporting Relationships

Supervisor’s title: Dean, Faculty of Engineering. The Senior Journalist also has a dotted line report to the UNSW Director of Communications.

Positions reporting to this position: None

Other relationships: This position liaises closely with the Faculty Marketing Manager and the Faculty Development Manager.
KEY DUTIES & RESPONSIBILITIES

- Promote the research and other achievements of the Faculty staff in national and international media
- Work with the Dean of Engineering and the Director of Communications on developing and implementing promotional strategies for the Faculty of Engineering
- Develop and implement media strategies for Engineering
- Assist the Dean with reputation management and advice on broader communication needs
- Proactively identify opportunities for op ed sorties, and secure publication. These should also include Engineering Professional Publications as the industry has a significant number of these representing each major discipline area.
- Source and draft news and feature stories for the UNSW website, corporate publications and Faculty publications.
- Write and distribute media releases, organise media events and otherwise liaise with external media to publicise the activities and achievements of Engineering. This would include assisting TV crews and media management when necessary.
- Provide media training to Heads of School and individual academics
- Assist with the development of international media strategies
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others

SELECTION CRITERIA

- Degree in communications, journalism or similar. Science and technology communication experience preferred
- Extensive experience as a journalist and/or in media relations
- Proven capacity to develop and implement media and broader communication strategies
- Ability to promote specialised/complex areas of research to mainstream and specialist media
- Ability to liaise with stakeholders at the highest level
- Excellent written and spoken communication skills and high-level computer skills. An engaging writing style and experienced editing skills
- Ability to work to tight deadlines
- Proven self-starter who functions well in a team environment
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training
It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role as student engagement needs change.