



Australasian College
for Emergency Medicine

Position Description

Policy, Research and Partnerships

Position Title	Media Advisor
Department	Policy, Research and Partnerships
Date Reviewed	May 2025

Incumbent Name	VACANT	
Signature		Date

College Overview

The Australasian College for Emergency Medicine (ACEM) is a not-for-profit organisation responsible for the training, assessment and continuing professional development of emergency physicians as well as the advancement of professional standards in emergency medicine in Australia and Aotearoa New Zealand.

Our vision is to be the trusted authority for ensuring clinical professional and training standards in the provision of quality, evidence-based, patient-centred emergency care.

Our mission is to promote excellence in the delivery of quality emergency care to all our communities through our committed and expert members.

The ACEM Core Values which employees and members hold themselves and others accountable are:

- Equity
- Respect
- Integrity
- Collaboration

Department Overview

The Policy, Research and Partnerships Department assists the College to respond more effectively on behalf of Fellows and trainees to challenges and opportunities within emergency medicine and the wider health sector. This is achieved by facilitating the overall coordination and implementation of policy, advocacy, research and associated strategic project initiatives. A key focus of the Department is enabling ACEM's proactive and coordinated advocacy effort and extending the College's influence through internal and external relationships. These activities are governed by the ACEM Council of Advocacy, Practice and Partnerships (CAPP).

The Department also oversees and manages the activities of the Australian and Aotearoa New Zealand Faculties, which provide our members with region-based advocacy support and events.

Position Purpose

Reporting to the *Manager, Media Relations*, the primary purpose of the role is to support the delivery of external-facing communications and publications functions relating to the College's advocacy and branding. The role will have a focus on Aotearoa New Zealand, however the incoming Media Advisor will also be required to have or develop an understanding of these activities within the context of the Australian healthcare system.

Key Responsibilities

The key responsibilities of the role shall include, but not be limited to:

- Provide a timely and responsive service to maintain and maximise media presence through media inquiries and opportunities, including maintaining a comprehensive awareness of issues affecting emergency medicine across Aotearoa New Zealand, as well as Australia.
- Develop strong relationships with key College spokespeople, particularly those based in Aotearoa New Zealand, as well as key media figures and contacts across the wider health sector.
- Support the management of an active network of media contacts across Aotearoa New Zealand and provide support for those relevant to the Australian context.
- Lead and/or assist in the curation and distribution of the daily Media Summary.
- Assist the Manager, Media Relations, in relation to the delivery of on-brand, consistent digital and print external-facing publications and communications.
- Support the Manager, Media Relations to deliver on the Business Plan and Strategic Media and Publications Plan.
- In collaboration with the Manager, Media Relations, ensure alignment of media communications with ACEM's advocacy strategy to position the College as the leader in emergency medicine and ensure ACEM remains the expert voice on emergency medicine matters in the media landscape across Aotearoa New Zealand and Australia.
- In collaboration with the Manager, Media Relations, field out-of-hours media queries on a rotational basis.
- Research, write, edit, publish, and ensure correct approval processes on a range of content pieces pertaining to the work of the Media Relations Unit, including news items, ACEM's YourED online publication, and other relevant web and print copy.
- Provide assistance to the Manager, Media Relations where required, in relation to the production of key ACEM publications, including writing content, interviewing story subjects, proofing and editing, approvals, and administration of production processes.
- Provide executive support where required, in relation to developing various communication materials for executives to distribute.
- Monitor reputational risk for the College and the emergency medicine profession in the public domain, including supporting the development of public-facing communications and crisis management plans, as required, in collaboration with key elected officials and senior executives.
- Produce, analyse and advise best-practice analytics and reporting on media initiatives and campaigns.
- Demonstrate the ACEM Core Values within the Unit, Department and across the College.
- Other responsibilities as delegated by Management within the scope of this position.

Key capabilities

ACEM has a Capability Framework that describes the technical and non-technical capabilities expected to be executed. For the role of Media Advisor, the key capabilities include:

Effective communication:

- Able to communicate clearly and effectively in different forums and with a range of stakeholders and colleagues.
- Identifies most appropriate and effective method of communication based on message and audience.
- Drafts and self-reviews complex / detailed correspondence and content.

Stakeholder engagement and management:

- Builds and maintains positive relationships with internal / external stakeholders and provides them with regular status updates.
- Takes responsibility for overseeing and resolving complex queries from internal / external stakeholders.
- Proactively shares information gained from stakeholder engagement to help resolve issues and improve internal processes.

Decision making:

- Able to identify a task / issue and break down into decisions needing to be made.
- Able to research alternative options; explores and analyses benefits and implications.
- Makes recommendations where there are multiple options to consider.

Problem-solving and advising:

- Able to proactively and independently solve low to medium-risk problems.
- Seeks opinion / guidance from others for more difficult problems.
- Identifies higher risk problems; develops potential recommendations and refers upwards.

Negotiation and influence:

- Demonstrates ability to influence others when appropriate.
- Negotiates relevant matters presented by internal and/or external stakeholders.
- Identifies where support / cooperation is needed from internal and/or external stakeholders.

Data gathering and analysis:

- Gathers and analyses relevant data across multiple domains.
- Identifies and evaluates sources of information to inform and progress work and share findings with relevant internal stakeholders.

Managing performance:

- Provides informal mentoring to peers, colleagues.
- Fosters a positive workplace culture through role modelling organisational values and recognising positive behaviours in others.

Leadership and business acumen:

- Works collaboratively within own department / team.
- Identifies operational matters requiring financial consideration to inform budget preparation.

Change management:

- Encourages a culture of improvement through identifying potential opportunities for change in area of expertise / domain.
- Supports change management process through positive communication and proactively addressing issues.

Organisation responsibilities

- Demonstrate the ACEM Core Values within the Unit, Department and across the College.
- Ensure any allocated deliverables outlined in the ACEM Business Plan, ACEM Reconciliation Action Plan and Te ACEM Rautaki Manaaki Mana: Excellence in Emergency Care for Māori are met to a high standard.
- Strive to maintain a culturally competent and inclusive workplace and expected to undergo regular cultural competence training.

Key Skills, Qualifications and Attributes

Essential

- Tertiary qualification in journalism, PR, communications or a related discipline.
- Demonstrated media/media relations experience.
- Proven ability to proactively align strategic priorities with media opportunities including via media and communications plans.
- Demonstrated experience with writing and editing press releases and other items relating to media engagement (e.g., news articles and opinion pieces).
- Ability to distil complex technical content into plain English.
- Demonstrated ability to manage interactions with internal and external stakeholders including media to deliver successful outcomes.
- Strong verbal and written communication skills with experience writing for the web, traditional media, print and academic publications.
- Commitment to the principles of equal opportunity, workplace diversity, inclusion and industrial democracy.
- Demonstrated cultural competence/proficiency working in culturally and linguistically diverse settings.
- High-level Microsoft Office skills and capacity in digital communications platforms.

Desirable

- An understanding of specialist medical colleges or member-based organisations.
- Reputation, issues and crisis management experience.
- Knowledge of the Aotearoa New Zealand government and/or health system, particularly as it pertains to Māori.

Workplace Health and Safety

All employees have a personal responsibility to work safely and to abide by health and safety legislation, policies, rules and established safe work practices. All employees are responsible for their own safety and that of fellow employees.

Organisational Sustainability

ACEM aims to promote sustainable practices in the workplace and reduce its environmental footprint through initiatives to reduce waste, energy and water use, and to increase recycling. All employees are encouraged to actively apply sustainability principles within their own teams.

Organisational Relationships

Reports to	Manager, Media Relations
Supervision of	Nil
Internal Liaison	All ACEM Employees Members and trainees of the College
Committee Liaison	Nil
External Liaison	Media, public health commentators, external suppliers and partner agencies, other colleges, government and statutory/regulatory bodies, contractors and consultants when required.

Additional Information

- This role may involve work outside of normal business hours to meet business objectives, primarily regarding crisis management. Some out-of-hours on-call work may be required in consultation with the Manager, Media Relations.
- Interstate and/or overseas travel for ACEM events (for example, ACEM's Annual Scientific Meeting) may be required.