



Position Title	Media Advisor
Department	Policy, Research and Partnerships
Date Reviewed	November 2023

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, patient-focused 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 Department of Policy, Research and Partnerships functions to enable the College to respond on behalf of members 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, workforce planning and inclusion, regional engagement, partnerships and associated strategic project initiatives. The Department enables a coordinated advocacy effort through internal and external relationships. These activities are governed by the ACEM Council of Advocacy, Practice and Partnerships (CAPP).

The Department also manages, oversees and progresses the activities of the Australian and New Zealand Faculties and ACEM Sections, the Global Emergency Care Unit and the College's activities

relating to improving the provision of healthcare for Indigenous populations in both Australia and Aotearoa New Zealand.

Position Purpose

The primary purpose of the role is to support the delivery of external facing communications, particularly media relations functions.

Key Responsibilities

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

- Support the Manager, Media to deliver on the Business Plan and Strategic Media Plan to position the College as the leader in emergency medicine education, training, assessment, policy and advocacy, to achieve strategic objectives.
- Develop strong relationships with key College spokespeople, as well as key media figures and contacts across the wider health sector, and support the management of an active network of media contacts across Australia and Aotearoa New Zealand.
- Provide a timely and responsive service to maintain and maximise media presence through media inquiries and opportunities, including maintaining a comprehensive awareness of state, territory, Australian and Aotearoa New Zealand issues affecting emergency medicine.
- In collaboration with the Manager, Media and General Manager, Policy and Public Affairs, field out-of-hours media queries on a rotational basis.
- Write a range of content pieces for a variety of stakeholders, including media releases, media responses, news items, blog posts and web and print copy.
- Provide assistance to the Manager, Media 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.
- Curate and distribute the daily Media Summary.
- Monitor reputational risk for the College and the emergency medicine profession in the public domain.
- Produce, analyse and advise best practice analytics and reporting on media initiatives and campaigns.
- Support the implementation of systems, policies and processes to ensure compliance and best practice in brand, advocacy, reputation and events management, and publications production in collaboration with relevant teams.
- Other responsibilities as delegated by Management within the scope of this position.

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.
- Ensure the quality recording of all processes relevant to role and responsibilities.
- 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 communication plans.
- Demonstrated experience with writing 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.
- Innovative approach to increasing ACEM's visibility in the health sector.
- Commitment to the principles of equal opportunity, workplace diversity, inclusion and industrial democracy.

Desirable

- An understanding of specialist medical colleges or member-based organisations.
- Reputation, issues and crisis management experience.

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 Relationships

Reports to	Manager, Media
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. Some out-of-hours on-call work may be required in consultation with the Media Manager.
- Interstate and/or overseas travel may be required.