



Job Title: <b>Snr Comms Officer - Journalist</b>	Reports To: <b>Director</b>
Directorate: <b>Communications</b>	Job Grade: <b>8 - 10</b>
Location: <b>Sydney</b>	Direct Reports: <b>Nil</b> <b>OIC in absence of Director</b>

### Position Purpose

To deliver effective communications to members that support the PSA's strategic plan, position the PSA strongly in the media and raise the union's public profile.

### Essential job functions (in consultation with the Director Communications)

- Original researching, writing and editing of a range of media including media releases/responses, op-eds, magazine and bulletin copy, emails, speeches and online and social media content as required
- Timely production of the PSA's journal, 'Red Tape' and other member publications
- Providing high-level media and communication support and advice to the Director of Communications, the General Secretary and Executive as required
- Working with the Director of Communications to develop and drive the PSA's media strategy
- Fostering and maintaining sound relationships with the media
- Identifying opportunities to raise PSA's public profile and promotion of the important work members perform in the public sector
- Positioning the PSA in the forefront of the media
- Media monitoring
- Other duties as allocated by the Director of Communications
- Any other duties allocated by the Director of Communications necessary for the effective functioning of the Communications Directorate.

### Job Goals

- On time production of the PSA's journal, 'Red Tape' and other publications
- Successful positioning of PSA on all matters of concern in the media
- Raising the PSA's public profile
- Building successful relationships with identified stakeholders in the media

### **Requirements (Knowledge, Skills and Abilities)**

- Demonstration of excellent written communication skills and media experience
- Ability to write clear clean concise copy for media releases/responses/articles, the PSA's 'Red Tape' journal, other media platforms and communications to union members as required
- High level editing skills
- Ability to analyse industrial and political issues and provide effective responses and advice
- Understanding of the political environment as it relates to the PSA and its members
- Ability to manage professional relationships with diverse groups of people, including journalists, union officials, delegates and union members
- Ability to meet deadlines and work as part of a small collaborative team in a high pressure environment
- A commitment to trade union values and principles
- Able to take direction
- Capacity to embrace new technologies and strategies to promote the PSA

### **Key Relationships**

- Media
- Director, Organising and Campaigns Team
- PSA Executive

**NOTE:** This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organisation.