



Position Details

Position Title	Media and Communications Advisor
Location	<p>MTA, 81 Greenhill Rd Wayville</p> <p>and</p> <p>MTA, Skills and Careers Centre 3 Frederick Rd Royal Park</p> <p>You may be required to work at other sites within the employer's establishments to meet business requirements. You may also be required to work at member, host and other external sites.</p>
Reports To (Position Title)	Industry and Government Engagement Manager
Financial Accountability (Expense Budget and/or revenue)	N/A
Management Responsibility (No of employees managed/supervised)	<ul style="list-style-type: none"> • Nil

Position Responsibilities

Purpose of the Position	<p>To engage and influence diverse audiences and stakeholders through effective and tailored messaging which has a positive impact on:</p> <ul style="list-style-type: none"> • The South Australia and Northern Territory members and the broader automotive industry • The MTA as a trainer and employer of automotive apprentices; and • The Motor Trade Association SA/NT (MTA) as an industry association.
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List the key responsibilities/activities of the position. Each responsibility should be weighted according to the amount of time/effort spent on it during a normal year. The total weighting will be 100%.

Responsibility (1)	Media relations	40%
Purpose of Activity	To support the South Australian and Northern Territory automotive industries, and the MTA Skills and Careers Centre to deliver purposeful and impactful messages throughout the local, state and national media landscapes	
Examples	<ul style="list-style-type: none"> ● Drafting proactive and responsive media releases. ● Supporting the Industry and Government Engagement Manager to develop a media engagement strategy. ● Supporting the Industry and Government Engagement Manager to grow and maintain relationships across the SA and NT media landscapes. ● Building and maintaining a register of print, television and online media contacts. ● Assist media organisations to understand and promote the areas of interest for the automotive industry in South Australia and the Northern Territory. ● Support MTA spokespersons in preparation for live media activities (e.g. television and radio). ● Supporting the coordination of public relations activities including location scouting in consultation with the MTA and industry. ● Back up to Industry and Government Engagement Manager for media enquiries. 	
Responsibility (2)	Corporate Communications	40%
Purpose of Activity	To promote the South Australian and Northern Territory automotive industries, and the MTA Skills and Careers Centre to industry, government, within the organisation and to the wider community	
Examples	<ul style="list-style-type: none"> ● Create and effectively manage communications that optimise member, industry, stakeholder and political engagement. ● Drafting and sending communication materials to MTA divisions and members. 	

	<ul style="list-style-type: none"> • Drafting weekly CEO report message to MTA members, staff and business partners. • Work collaboratively with the Policy and Communications team to align MTA communications to ensure messaging is reflective of audience. • Project manage the publishing of the quarterly Motor Trade Journal. 	
Responsibility (3)	Social media	20%
Purpose of Activity	To grow engagement in the MTA's social media channels to the benefit of the South Australian and Northern Territory automotive industries, and the MTA Skills and Careers Centre.	
Examples	<ul style="list-style-type: none"> • Manage the MTA LinkedIn and Twitter social media accounts • Create and deliver social media posts which deliver relevant, engaging and impactful content • Support and work in unison with the MTA marketing team's Facebook, Instagram and other social media account activities 	
Total Weighting		100%

Compliance Responsibilities

It is the responsibility of both the manager and incumbent(s) of the role to ensure that the following compliance requirements are met:

- **Relevant laws and regulations including OH&S and EEO**
- **Industry codes.**

Knowledge, Skill and Experience Requirements

Knowledge	Essential	Preferred
<ul style="list-style-type: none"> • Degree/Diploma • Post-Graduate Qualifications • Trade Certificate • Industry Specific Qualifications 	Qualification that can be demonstrated to be relevant to the role.	

<p>Skills</p> <ul style="list-style-type: none"> • Interpersonal Skills eg. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work. 	<p>Essential</p> <ul style="list-style-type: none"> • Interpersonal and relationship building skills with a proven ability to build rapport and engage relevant media contacts. • Stakeholder management. • Excellent written communication skills. • Ability to translate complex and technical content into plain speak. • Ability to tailor message to a range of audiences (e.g. members, public and government) • Ability to proactively identify press and social media opportunities and develop innovative communications content. • Ability to negotiate successfully. • Proactive initiative and drive to succeed. • Supports a culture of continuous improvement. • Demonstrated ability to manage diverse workloads and meet tight timeframes. • Outcome focussed. • Flexible attitude. 	<p>Preferred</p> <ul style="list-style-type: none"> • Project management
<p>Personal alignment with MTA Values</p>	<p>Essential</p> <p>Teamwork: Working together, empowering and supporting one another to achieve our common goals</p> <p>Achievement: We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> <p>Accountability: We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p>	<p>Preferred</p>

	<p>Respect: We understand, acknowledge and appreciate the needs, opinions and values of everyone by embracing the diversity we have within our organisation.</p> <p>Excellence: We strive to do and be the best in all that we do every day.</p>	
<p>Computer Software</p> <ul style="list-style-type: none"> • Eg. Microsoft suite, Project, Finance. 	<p>Essential</p> <p>Intermediate to advanced Word, Excel, PowerPoint. Internet/Intranet, E-mail, Windows 10.</p>	<p>Preferred</p> <p>ClickDimensions Mailchimp</p>
<p>Technical Skills</p> <ul style="list-style-type: none"> • Licences 	<p>Essential</p> <p>Drivers Licence</p>	<p>Preferred</p>
<p>Experience</p> <ul style="list-style-type: none"> • Industry and/or field experience. 	<p>Essential</p> <p>Experience in a communications profession.</p>	<p>Preferred</p> <p>Media relations and relevant media experience with Print/Radio/TV.</p> <p>Social media account management.</p>

Frequent Contacts

<p>Internal Contacts</p> <p>Includes organizational managers and employees.</p>	<p>All MTA Managers and Employees.</p>
<p>External Contacts</p> <p>Includes customers, members, suppliers, Government bodies, industry groups, competitors</p>	<p>Members Host Employers Government Departments Members of parliament and government officials Industry Groups Media Outlets (print/electronic)</p>