



**LIFE SAVING VICTORIA**  
**POSITION DESCRIPTION**

**Position Summary**

<b>Position Title:</b>	Media and Communications Manager
<b>Position Category:</b>	Full time / initial 12 months fixed term
<b>Area of Operation:</b>	Media and Communications
<b>Reporting To:</b>	General Manager – Health Promotion and Communications
<b>Governing Councils:</b>	Life Saving Victoria (LSV) Board
<b>Direct Reports:</b>	Senior Media and Communications Officer Digital Media Officer
<b>General Description:</b>	Responsible for the strategic development and delivery of a range of media, public relations, social media, communication, and promotional activities to both internal and external stakeholders, in support of Life Saving Victoria’s projects, strategic commitments and its role as an emergency service and State peak body.
<b>Key Results / Job Outcomes:</b>	<p>Manage LSV’s range of communications channels and materials, including e-newsletters, reports, social and digital media, video content, apps and website content.</p> <p>Provide excellent customer services.</p> <p>Manage delivery of on time and on budget projects.</p> <p>Enhance positive relations across the aquatic industry, lifesaving membership and community.</p> <p>Enhance the reputation of LSV.</p> <p>Embrace and embody LSV Core Values and contribute to a positive team culture.</p>



# LIFE SAVING VICTORIA

## POSITION DESCRIPTION

### Key Responsibilities

<p><b>Media Management</b></p>	<p>Undertake the strategic planning for the Media and Comms Department and manage the delivery of information and key messages including media releases and management of media events and launches.</p> <p>Manage and participate the rostering and delivery of on-call media support and incident/issue response. Out of hours media support out of hours (including evenings, weekends and public holidays).</p> <p>Deliver proactive media liaison, strategy development for LSV programs and events, and campaign management.</p> <p>Manage the LSV Media monitoring process, reporting and distribution.</p> <p>Deliver LSV Communications Plan, ensuring spokespeople and subject matter experts are identified, trained and supported.</p> <p>Design and Manage delivery of media training for key staff and volunteers and provide media guidance, support and policy to whole of organisation.</p> <p>Develop and maintain relationships with journalists and media outlets.</p> <p>Develop, implement and evaluate LSV's media strategy in consultation with appropriate stakeholders.</p>
<p><b>Communications – Internal &amp; External</b></p>	<p>Undertake development and delivery of media and promotions strategies for LSV business units and programs, to ensure high quality and consistent application of the LSV corporate identity is achieved and that all communication and promotions are effectively implemented in a timely and accurate manner.</p> <p>Manage the production of enews, President's newsletter and LSV's EDM database.</p> <p>Manage graphic design and desktop publishing support and delivery including production of video, digital and social media content, new collateral, templates and copy/content.</p> <p>Manage LSV website content for the home page, news, events and LSV blog.</p> <p>Undertake planning and development of the strategic delivery of social media and promotional campaigns.</p>
<p><b>Incident and Crisis Management Communications</b></p>	<p>Manage LSV's role in working with the State Control Centre, Emergency Management Victoria and other emergency service agencies to integrate appropriate, coordinated and collaborative communication relating to emergency incidents, relief and recovery activities and consequences to communities.</p> <p>Deliver processes and templates for LSV incident and crisis management communications, including incident and issue briefs to ensure timely and accurate communication of critical information to stakeholders, media and relevant agencies.</p> <p>Undertake communications and crisis briefings to government and key stakeholders.</p>

**LIFE SAVING VICTORIA**  
**POSITION DESCRIPTION**

<b>Key Responsibilities</b>	
<b>Program Support</b>	<p>Provide program support and guidance to business units through the development of media and promotional strategies, graphic assets, and promotional collateral.</p> <ul style="list-style-type: none"> <li>• Manage delivery of Play it Safe by the Water (PISBTW) campaign communication, PR and social media strategies, programs, events, and workshops.</li> <li>• Manage coordination of media and promotions, and social media strategies for key LSV projects and campaigns.</li> <li>• Manage delivery of support to business units with media, and promotions.</li> </ul>
<b>Brand Management</b>	<p>Manage development of communications materials in line with the LSV Style guide.</p> <p>Provide advice and approvals to business units on brand use in line with LSV Brand Guidelines.</p>
<b>Digital communications Management</b>	<p>Provide graphic design and desktop publishing advice and coordination, including production of new collateral, liaison with designers and business units, production of templates and review of copy/content.</p> <p>Support business units in producing marketing collateral, including brochures, flyers and digital promotion.</p>
<b>Stakeholder Management and Communications</b>	<p>Build and support relationships with a range of stakeholders, manage communications and act as liaison to key stakeholder groups including internal stakeholders, Government departments, sponsors, national bodies, affiliated agencies, industry groups, PISBTW and private sector organisations.</p> <p>Represent LSV and act as liaison officer with Government and Emergency Service Communication Groups and Committees.</p>
<b>Event Management</b>	<p>Undertake the delivery of LSV events including LSV Awards of Excellence and Ministerial Events, including ministerial liaison, invitations, speech writing, media and social media.</p> <p>Provide communications support for the LSV Aquatic Sports Championships and other events as required.</p>
<b>Finance &amp; Reporting</b>	<p>Manage projects and business unit in accordance with set budgets, monitor expenditure and report as required.</p> <p>Submit written reports on projects and activities in a timely and professional manner.</p>
<b>Human Resources &amp; OHS</b>	<p>Work with LSV Executive Team to develop a culture of high performance, continuous improvement and innovation. Provide leadership and direction to create a high performing team who meet and exceed their customer service expectations.</p> <p>All staff are responsible for following safe work procedures and instructions, and must take reasonable care for your own health &amp; safety and of other people who may be affected by your conduct in the workplace.</p>



# LIFE SAVING VICTORIA

## POSITION DESCRIPTION

### Liaison and Key Relationships

Internal	External
<ul style="list-style-type: none"> <li>• LSV Executive Group</li> <li>• Business Unit Managers</li> <li>• LSV Staff</li> <li>• LSV Board of Directors</li> <li>• LSV Volunteers</li> <li>• LSV Community Organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Key Service Providers</li> <li>• Media Outlets</li> <li>• DJCS and other government departments</li> <li>• Corporate Partners, Sponsors &amp; in-kind supporters</li> <li>• National Bodies</li> <li>• Other police and emergency service sector agencies</li> <li>• Others as required</li> <li>• Key contractors</li> </ul>

### LSV Core Values

<p><b>Organisational Expectation</b></p>	<p>Willingness to recognise and embrace LSV's core values when making decisions and working with our volunteers, clients, community and each other</p> <ul style="list-style-type: none"> <li>• Positive and respectful relationships (cultural and intergenerational)</li> <li>• Being open, welcoming and inclusive</li> <li>• Personal development through a commitment to lifesaving</li> <li>• Develop healthy lifestyles</li> <li>• Taking personal responsibility for betterment</li> <li>• Being relevant in today's and tomorrow's society</li> <li>• Efficient and appropriate use of available resources</li> <li>• Building stronger and safer communities</li> </ul>
--	---

**Job Competencies**

<b>Personal Attributes</b>	<p>Strong leadership qualities</p> <p>Personal growth and development orientated, with systematic approach when building towards improvement.</p> <p>Solution orientated with an analytical approach to troubleshooting, with the ability to clearly demonstrate outcomes.</p> <p>Ability to empathise and provide constructive feedback.</p>
<b>Essential Competencies</b>	<ul style="list-style-type: none"> <li>• A relevant tertiary qualification in journalism public relations, communications or a similar discipline.</li> <li>• 5+ years experience in a similar role and/or previous experience in media and corporate communications.</li> <li>• Previous experience in reactive media, crisis and incident management.</li> <li>• Ability to work to deadlines and work across a number of projects simultaneously.</li> <li>• Demonstrated experience and resilience working under high pressure situations and in crisis/emergency situations.</li> <li>• Excellent writing skills including experience in copywriting for different media and target audiences (including print, e-news, websites, social media, speeches, and reports).</li> <li>• Sound working knowledge of digital and social media landscape and development of relevant communications strategies.</li> <li>• A self-starter with a can do attitude, creativity, initiative, sound judgement and the ability to work both independently and in a team.</li> <li>• Well-developed interpersonal skills including ability to work with people from a wide range of backgrounds, a level of maturity and confidence and discretion in dealing with sensitive and confidential matters.</li> <li>• High level attention to detail and evidence of a superior work ethic.</li> <li>• Availability to work outside normal working hours for events, and media responses. Some inter-state and regional travel required.</li> <li>• Strong skills in use of MS Office software applications and experience working in Adobe Creative Suite.</li> <li>• Must have or be able to obtain an employee Working with Children Check.</li> <li>• Current Victorian Driver's License.</li> <li>• Demonstrated experience leading teams.</li> <li>• Strong project management skills.</li> </ul>
<b>Desirable Competencies:</b>	<ul style="list-style-type: none"> <li>• Previous experience in emergency services or a community based organisation.</li> <li>• Knowledge of water safety, lifesaving, Life Saving Victoria, Surf Life Saving Australia and Royal Life Saving Australia.</li> </ul>