



## Media Relations Officer

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- **West Melbourne**
- **Permanent Position**
- **Assist in driving GRV's Media Relations**

Greyhound Racing Victoria (GRV) is in the business of governing, operating and promoting greyhound racing of the highest integrity to wagering operators nationally and internationally and to Victorian clubs for the enjoyment of members, wagerers and on-course racegoers. GRV is committed to attracting, selecting and retaining the best calibre of people to achieve the highest level of performance and behavioural standards required for each position and are seeking a passionate and professional person to fill the role of Media Relations Officer

As part of the Strategic Communications team, the Media Relations Officer (MRO) works closely with the Public Affairs Manager to deal with the sourcing, creation and dissemination of information. This includes fostering relationships with media and contributing to strategies that will ensure GRV's messaging is consistently and effectively delivered across all media.

In conjunction with the Strategic Communications Unit, the MRO will also work with greyhound racing clubs, GRV's corporate and community partners and regional media, to maximise media opportunities and effectiveness.

The Position :

To serve, support and monitor media outlets that produce greyhound (racing or welfare) related content in order to ensure the GRV Marketing and Communications objectives are met and the brand of greyhound racing and welfare is enhanced. Enhance the public perception of greyhound racing, welfare and GRV by working with internal departments to deliver accurate and timely industry communications.

To be considered you will have experience in :

- Media development, production and release in either the public or private sector
- Act as a contact for media enquiries and provide accurate and timely information to both external and internal stakeholders
- Experience in media monitoring activity
- Participated in media events including press conferences
- The ability to research, write and distribute pro active and re active media releases and other relevant communications to keep industry stakeholders informed
- The ability to be clear and concise in all communications consistent with brand and image
- Minimum of 1 year experience in a media/Marketing role within a fast paced, high volume environment

- Experience in a government or not -for - profit organisation or statutory body
- Report writing skills
- Strong analytical and problem solving skills
- Project management

To apply for this position please send your cover letter addressing the above selection criteria together with a copy of your resume to [careers@grv.org.au](mailto:careers@grv.org.au) by Close of Business on Thursday 4th August 2016.

For further information please contact Joe Ruggiero on telephone number (03) 8329 1132 or for a copy of the position description, please visit our web site – [www.grv.or.au](http://www.grv.or.au)

*GRV is an EEO employer*

*All offers of Employment will be subject to a satisfactory police check*

*All employees must have the right to work in Australia*