

POSITION DESCRIPTION

Position Title: Public Affairs Adviser	Department: Strategic Communications and Marketing
<input type="checkbox"/> New Position <input checked="" type="checkbox"/> Change to Existing Position	Date: June 28, 2016
Reports to (position):	Public Affairs manager
Positions that report to this position:	None
Name of present incumbent (if applicable):	Renn Barker (originally appointed as Media Manager)

PRIMARY PURPOSE OF THE POSITION:

To seek, 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 is enhanced. Enhance the public perception of greyhound racing and GRV by working with GRV departments to deliver accurate and timely industry communications to participants and consumers that are befitting of 'the noble breed'.

SCOPE:

Assist the Public Affairs team in keeping abreast of potential public issues facing Greyhound Racing Victoria, contributing to the Public Affairs strategy and understanding Government legislation and policy surrounding greyhound racing.

In conjunction with the Marketing team, the MM will advise clubs on media opportunities and develop relationships with regionally relevant media to enhance the clubs ability to have content placed in a timely and relevant manner.

FREEDOM TO ACT / DECISION MAKING:

Without referral to manager

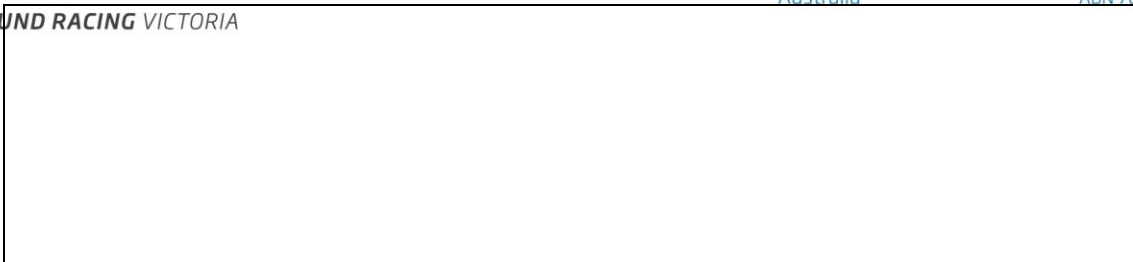
- Contributing to the Public Affairs strategy.
- Contributing to overall marketing strategy
- Understanding Government legislation and policy concerning greyhound racing.
- Monitor & update social media accounts.
- Source, interview and write stories for the Greyhound Monthly magazine.
- Liaise with GRV departments to create content for GRV's annual report.
- Research relevant issues facing greyhound racing both in Australia and internationally.
- Write speeches, presentations, articles, reports and marketing collateral.

After consultation with manager or others

- Create press releases and media alerts to distribute to all media, as well as for the GRV Media Centre.
- Create and maintain the GRV issues log and distribute weekly to key stakeholders within GRV.
- Identify and develop media and stakeholder communications opportunities.
- Support development and implementation of other GRV communications and marketing initiatives as required.

Referred to manager or others

- Significant budget expenses
- Advertising requests from media outlets
- Overall event planning for key GRV initiatives.



KEY RESULT AREA	ACCOUNTABILITY / ACTIVITY	KEY PERFORMANCE INDICATOR
<i>Area of Focus</i>	<i>What activities are you responsible for?</i>	<i>How will you measure success</i>
Media	<ul style="list-style-type: none"> • Provide general servicing of and support to the media to enhance networks, promote greyhound racing/GRV positively and provide excellent customer service in line with GRV's strategic priorities – animal welfare, regulatory standards, GRV capabilities and culture, social responsibility, club support and industry growth. • Prepare media releases and other communications in conjunction with the Public Affairs Manager, ensuring GRV is projected in a professional and positive light to protect and enhance the greyhound racing brand. • Respond to media, stakeholder and general public inquiries and requests. • Act as a contact for all media enquiries, including out of hours, to foster positive relations and provide accurate and timely information • Manage GRV's media monitoring activity and maintain GRV's issues log to ensure this content is always current. • Coordinate and manage media events including press conferences • Monitor and update GRV's social media accounts, while engaging with participants. • Liaise with internal stakeholders prior to distribution of media releases to ensure these releases are accurate • Liaise with government officials and research legislation and bills that concern greyhound racing • Prepare information for key executives and board for communications and speeches 	<ul style="list-style-type: none"> • Feedback from Media on quality of support given to the media • Efficiency as primary contact and quality of support • Quality and accuracy of media releases • Quality of stories developed • Efficiency at networking • Level of support to key executives and board
Written Communications	<ul style="list-style-type: none"> • Source, research, write and distribute pro-active and re-active racing related and general media releases and other relevant communications to keep industry stakeholders informed • Ensure all communications are clear, concise and are presented in a manner consistent with GRV's brand and image and also acknowledges key partners to promote the GRV's standing • In conjunction with Manager, Editorial & Production develop and manage website content • In conjunction with Public Affairs Manager write communications for board and key executives as required 	<ul style="list-style-type: none"> • Quality and timeliness of communications • Quality and efficiency of disseminated newsworthy items • Quality of communications consistent with GRV brand and key partners • Accurate information in all speeches

Strategy	<ul style="list-style-type: none"> Identify, analyse, and develop strategies to manage issues and respond to stakeholder activities. Identify and develop media and stakeholder communications opportunities. 	<ul style="list-style-type: none"> Quality of development and implementation of PR campaign/activity Effectiveness of television, print and online coverage and program content
Racing Promotion	<ul style="list-style-type: none"> Promote greyhound racing in the best light at every opportunity to garner a positive image for the industry Provide information about GRV's racing program and activities as well as GAP program and activities to a range of customers/clients including media, overseas, Australia wide, trainers, owners Contribute to PR and media exposure for GRV Racing/Marketing innovations 	<ul style="list-style-type: none"> Effectiveness at garnering positive image for GRV and greyhound racing Efficiency at overseeing PR and media exposure for GRV initiatives Timeliness of scheduling and action items delivered
Relationships	<ul style="list-style-type: none"> Monitor and analyse Federal and State legislative and regulatory issues. Maintain positive and effective relationships with Strategic Communications and Marketing team, wider Management team, clubs and all GRV employees Develop positive and effective relationships with external media agencies Develop and maintain relationships with internal and external industry stakeholders for the benefit of GRV 	<ul style="list-style-type: none"> Feedback from Executive, management and team Feedback from media agencies Quality of relationships across the industry Quality of relationships with external media agencies
Innovation	<ul style="list-style-type: none"> Continually seek ways to improve process and policy to ensure that GRV remains competitive and innovative in the way we manage and promote the industry 	<ul style="list-style-type: none"> New initiatives are developed and implemented
GRV Values	<ul style="list-style-type: none"> Through actions and behaviour, demonstrate the GRV Values of; Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership – at all times and encourage others to act similarly. 	<ul style="list-style-type: none"> Quality and effectiveness of actions and behaviours displayed in line with GRV Values

KEY BUSINESS CONTACTS	
EXTERNAL	INTERNAL
Melbourne Media – Print, Radio, TV	GM – Strategic Communications and Marketing
Racing Minister Office	Public Affairs Manager
Regional Media	Media Relations Officer
Government contacts	GRV Strategic Communications and Marketing Team
	Racing Operations and Welfare Depts
	General Counsel
	CEO
	GRV Chariman & Board

PERSON SPECIFICATION	
EDUCATION/QUALIFICATIONS <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Tertiary qualifications in Marketing, Media, Communications or related discipline	Minimum of 5 years 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
	Experience in the racing industry (any code)
SKILLS/KNOWLEDGE <i>necessary to meet position objectives</i>	
ESSENTIAL	DESIRABLE
Strong communication and interpersonal skills	Experience with and knowledge of key industry players, general racing knowledge and experience
Exemplary written and verbal communication skills	Strong analytical and problem solving skills
Well developed presentation and report writing skills	Editorial proofing and print knowledge
High level influencing skills	Strong project management skills
Effective time management and prioritisation skills	
High level of accuracy and attention to detail	
ATTRIBUTES <i>required to ensure satisfactory performance and cultural fit</i>	
ESSENTIAL	DESIRABLE
Innovative	Creative
Team Player	Self Motivated
Results Oriented	Ability
Reliable	
Ability to Multi-task	

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EMPLOYMENT CONDITIONS
<ul style="list-style-type: none"> • Terms and conditions of employment are per the current GRV 'Employee Enterprise Agreement' • The GRV environment is a unique and challenging operational environment. It operates weekdays, weekends, day and night hours. GRV employees are bound by a number of regulatory Government requirements. In addition, all staff are required to abide by GRV policies including restricted gambling, greyhound ownership and the Code of Conduct for Victorian Public Sector Employees. • All employment at GRV is subject to a satisfactory police check prior to commencement • All employees at GRV are required to have the right to work in Australia. • All employees are required to comply with OHS statutory obligations. • GRV is an EEO employer.