

JOB PROFILE FORM

1. JOB DETAILS

WAP (Admin ONLY):

Position Title: Senior Media Advisor

Team: Stakeholder, Media and Engagement

Division: Strategic Communications

Group: Strategy & Community

Reports to (Role Title): Manager Stakeholder, Media and Engagement

Number of Direct Reports: 0

Budget Mgt Accountability (Opex & Capex Amounts):

2. WHAT DOES THIS JOB DO?

Job Purpose:

The Senior Media Advisor provides strategic media management support across Yarra Valley Water, strengthening and protecting our reputation.

The role builds and maintains trusted relationships with media, provides expert guidance to spokespeople, and delivers proactive, high-quality media strategies that support our business and communication objectives. Operating at a senior, strategic level, the Senior Media Advisor shapes the public narrative around Yarra Valley Water's services, sustainability initiatives, and community impact, ensuring our stories are told with clarity, credibility, and purpose.

Responsibilities (20 dot points or less):

Media management

- **Develop and deliver proactive and reactive media strategies** that strengthen and protect Yarra Valley Water's reputation and increase trust with our community.
- **Craft compelling media releases, statements and stories** that bring our purpose, people and community initiatives to life and ensure clear, accurate and timely messaging.
- **Coordinate media events and interviews**, from planning logistics to preparing spokespeople with tailored briefings, talking points and Q&As.
- **Play a key role in crisis communications**, providing calm, strategic media management and advice during high-pressure situations. Participate in an out of hours roster (with allowance).
- **Shape the framework for media activity** through forward planning, policy development, and leverage strong partnerships with agencies, contractors and stakeholders.

Collaboration and stakeholder management

- **Build trusted relationships** with journalists, editors and key influencers to position Yarra Valley Water as a credible and engaging voice on water, sustainability, customer care and community issues.
- **Provide expert, strategic media counsel** to the Managing Director, Executive Team and senior managers to guide decisions and messaging.

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- **Partner with internal teams to create integrated communication and marketing campaigns** that deliver consistent, engaging storytelling across channels.
- **Partner with the Social Media Specialist** to adapt media opportunities for digital platforms and amplify coverage through owned and shared channels.

Monitoring, reporting and training

- **Deliver tailored media coaching, training and briefings** to Executives and spokespeople, supporting them to communicate with confidence and clarity.
- **Analyse and report on media coverage** daily, monthly and annually, to highlight trends, insights, opportunities and risks that inform future strategy.
- **Manage external media monitoring and PR agency support** to ensure high-quality intelligence, measurement, activity and impact.
- **Maintain a current media contact database** and track engagement to continuously strengthen relationships and planning.

3. WHAT ATTRIBUTES ARE REQUIRED TO UNDERTAKE THIS JOB?

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	Level of Skill/ Experience i.e. Basic / intermediate/ Advanced	Years of Experience
Experienced media or strategic communications advisor either in-house or consultancy.	Advanced	5
High level of written and verbal communication and negotiation skills	Advanced	5
Demonstrated experience of producing media plans to maximise proactive opportunities and manage crises/issues	Advanced	5
Well-developed relationship and stakeholder management skills, with journalists, government contacts, senior managers and Executives.	Advanced	3
Well-developed project management, systems, applications and IT skills	Intermediate	2
Demonstrated exceptional research, writing and proof-reading skills to produce accurate and timely work.	Advanced	5
Proven ability to convey effective and accurate messages through written materials tailored to a range of different audiences and channels.	Advanced	5

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Proven ability to prioritise and manage workload, to manage projects, respond to enquiries and leverage opportunities	Advanced	5
Understanding of State Government processes and Government Policy frameworks, particularly as they apply to publications and reporting.	Intermediate	2

3B. WHAT DEVELOPMENT BUILDS THE CAPABILITY FOR THIS ROLE?

PEEPS will capture training or certifications that a person requires to undertake their job activities. When completing this section, do not only consider performance effectiveness, but also consider auditing and safety compliance requirements. When a person is associated with a job, but does not have the required skills, the manager and person will be notified.

	Mandatory/ Highly Desirable/ Suggested?	Method of Training (e.g. certificate, ticket, observation, on-the-job etc....)	Renewal Required (Y/N/Unsure)	Renewal Frequency (e.g. Never, 1 year, 5 years etc....)
Qualifications / Certificates				
Tertiary qualifications in Communications, Business, Social Sciences or equivalent business experience.	Mandatory	Tertiary		

3C. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes <i>i.e., such as resilience, emotional intelligence</i>	Self-managed Resilient and pragmatic Strategic perspective Flexibility and the ability to work irregular hours Ability to cope under pressure and work with a strong sense of urgency Problem solver Collaborative team player Constructive and positive approach Delivery and outcome focused
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3D. WHAT ARE THE KEY PHYSICAL, PSYCHOLOGICAL OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements <i>i.e. required to lift heavy boxes, repetitive work, dealing with irate customers</i>	Hybrid working - meeting stakeholders and teams at the Mitcham office and at other sites as directed (e.g. treatment plants) to build a
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Note: some field-based roles will need to complete additional requirements for the role

strong understanding of the YVW “business” and to develop effective relationships with stakeholders.
This role will require out of business hours responses due to the nature of the role and the operational requirements.
This roll will be required to participate on the after-hours duty roster

5. WHAT CAREER PATH IS POSSIBLE IN THIS ROLE

PEEPS will hold career path information for jobs within the organisation. This will feed into the PEEPS career and succession planning functionalities. For this job, consider what jobs within the organisation precede and proceed this from a career pathways perspective. Feel free to enter more than one job.

Role before (Name, Team, Division)	
Role after (Name, Team, Division)	Manager Corporate Affairs and Engagement

6. CHECKPOINT

Is this a <i>Critical Worker</i> role requiring an AusCheck	☒ No ☐ Yes
Does this role require	☒ Police check ☒ Working with children ☐ Victorian Driver’s License
Comments	