

## LES Position Description

<b>AGENCY</b>	Department of Foreign Affairs and Trade
<b>POSITION NUMBER</b>	PN8594
<b>POSITION TITLE</b>	Media and Communications Manager
<b>CLASSIFICATION</b>	LE5
<b>SECTION</b>	Public Affairs
<b>REPORTS TO (TITLE)</b>	Director, Public Affairs
<b>Monthly Salary</b>	HKD43,542

### About The Department of Foreign Affairs and Trade


The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing Australia's prosperity, delivering an effective and high quality overseas aid program and helping Australian travellers and Australians overseas. The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia's pursuit of global, regional and bilateral interests.

### About the position

The Media and Communications Manager plays a key role in supporting the consulate's public diplomacy program in Hong Kong and Macau. As part of a small team, this position is responsible for planning and delivering strategic communications campaigns through digital and social media engagement, media management, marketing, event management and internal and external communications.

### Key responsibilities of the position include but are not limited to:

- Engage, develop and maintain productive relationships with media and key opinion leaders, generating ideas and relevant content to promote a positive image of Australia and advance Australian interests and policy objectives in Hong Kong and Macau.
- Monitor, review and analyse media and social commentary, reporting and trends to identify potential risks or opportunities to protect and enhance Australia's reputation.
- Perform high level research and analysis on political and economic issues in Hong Kong and Macau, providing considered conclusions and advice to senior staff.
- Manage key media functions including drafting media releases, background materials, key messages and talking points; respond to media enquiries; develop media plans for visiting VIPs; manage interview requests and media conferences.
- Work closely with teams across Consulate operations to develop, publish and measure the effectiveness of digital and social media content (including advertising). Moderate, respond and escalate engagement as required.
- Provide fast, accurate translation, ensuring key messages are delivered seamlessly in English and Chinese (Cantonese).
- Assist the Director, Public Affairs in the development and management of Australia-focused public diplomacy events and community engagement activities.

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- Plan for, co-ordinate and supervise external contractors delivering services to the Public Affairs team including translation, printing production and photography/videography services.

#### **Required Qualifications/Experience/Knowledge/Skills**

- Excellent communication, writing, editing and translation skills with native fluency or near-native fluency in written and spoken English and Chinese (Cantonese),
- Excellent Chinese copywriting skills.
- A degree in communications, public relations, journalism, or related fields and/or at least five years' professional experience.
- An in-depth knowledge of the Hong Kong media and political environments.
- Strong familiarity with Australia including an understanding of Australia's foreign and trade policy goals.
- Excellent editorial skills and proven experience writing for public-facing traditional, digital and social media platforms with the ability to develop and evaluate media plans, campaigns and promotional and advocacy materials.
- Strong administrative, organisational and interpersonal skills. Ability to liaise with senior government officials, media and industry representatives.
- Experience with website and social media Content Management Systems. A demonstrated knowledge of creative and video editing software (e.g. Canva, Adobe Illustrator, Photoshop, Premiere Pro) is an advantage.
- Ability to work independently and to accept and/or share tasks as part of a team.
- Willingness to work outside established working hours.