

Role of the Manager, Media and Content

About this opportunity

Are you looking for a content and media role where you feel good about the stories you tell and get to work with incredible people doing amazing things in a beautiful location? Then read on.

As the Manager, Media and Content, you will be the 2IC for the team, playing a crucial role in helping to shape the University's storytelling and narrative for our key audiences of media, industry, government and community. You will assist the Senior Manager, Media and Content in developing and executing the corporate communication content strategy aligned to our strategic mission and priorities.

You will spearhead a team of talented and passionate content and media specialists and ensure consistent delivery of high-quality content across various platforms and channels, including the University's primary content hub.

Located at the picturesque St Lucia campus, our office is modern and vibrant, with onsite car parking and flexible working options.

Duties

- Contribute to the development and implementation of a comprehensive corporate communication content strategy that enhances UQ's reputation and aligns to its strategic priorities.
- Lead editorial decision-making for the University's primary content hub as a 'chief-of-staff' for the media and content function.
- Manage a team delivering high-quality engaging content for stakeholders, that proactively pitches and profiles UQ experts, responds to a high volume of media enquiries and measures and reports on outcomes.
- Ensure content adheres to the highest editorial standards, including accuracy, style, and brand guidelines.
- Commission innovative and relevant content for multiple platforms, including short and long-form articles, media releases, thought leadership, videos, infographics, and more.
- Implement distribution strategies to maximise the reach and impact of content, proactively tracking performance and engagement and adapting as needed.
- Coordinate monitoring and reporting on the team's earned media coverage.
- Collaborate with M&C colleagues and organisational units to align content efforts and engagement.
- Be a trusted advisor on media and content development, both within M&C and for the organisation.
- Such other duties as may be required of the role, including provision of after-hours and weekend service.



About you

Essential

- Relevant tertiary qualifications with 8+ years' experience in communication / media / content roles (or equivalent combination of relevant experience and/or education/training).
- Demonstrated ability to develop and implement content plans and respond to opportunities that arise through the news agenda.
- Sound editorial judgement and knowledge of the current media landscape.
- Experience in developing innovative content including audio, video and digital.
- Ability to solve problems on tight deadlines, while maintaining a high quality of work.
- Strong interpersonal, influencing and advisory skills including the ability to work collaboratively to create buy-in and achieve support for new approaches.

