

JOB DESCRIPTION

Job Title:	Senior Manager Media and Communications
Responsible to:	Head of Marketing and Communications

OUR COMPANY

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, Northern Territory Major Events Company (NTMEC) has been delivering and supporting events from the Top End right down to the Red Centre. Our team is passionate about the Territory's events industry and takes great pride in the company's diverse events portfolio.

As the peak body for events in the Territory, NTMEC strives to grow industry capacity, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

THE ROLE

People are our most important and valued asset. Working at NTMEC is more than a job; it is a commitment to promote the Territory as a unique, world-class event destination like no other.

As a Senior Media Manager, you will lead the development and execution of event, corporate, and ministerial media and public relations initiatives. Additionally, you will assist with overall media presence and engagement.

Key Duties and Responsibilities:

1. Work collaboratively with the team to develop media briefs/releases for NTMEC events and Event Funding Program events, manage and develop crisis communications strategy, manage relationships with external PR companies contracted to NTMEC.
2. Oversee and co-ordinate the NTMEC ministerial media forecast and related activities in collaboration with relevant stakeholders.
3. Develop and nurture key relationships with media outlets, the Minister's office, key stakeholders, and event partners; responsible for coordinating media enquiries; media conferences and briefings; oversee and manage media presence at events.
4. Conduct comprehensive research to inform briefings, media releases, marketing campaigns, and corporate publications; provide oversight and direction on editorial content for websites and publications.
5. Provide digital content support aligned with established strategies, policies, and best practices for websites and social media platforms.
6. Administer and deliver relevant reporting and media monitoring to the executive team.
7. Facilitate corporate communications directly with the Chief Executive Officer in a timely and professional manner.
8. Oversee the strategy and management of awards entries in accordance to corporate strategy and collaborate with the media team on the Annual Report.
9. Lead the media and communications team in planning, executing, and optimising efforts to maximise results and achieve organisational objectives. This includes fostering growth in media presence, promoting positive sentiment, assessing effectiveness, and driving continual improvement.

Selection Criteria:

1. Demonstrated understanding of media outlets and operating deadlines.
2. Proven experience in communications development and implementing projects with an emphasis on developing outcomes-focused written communications and digital content and public relations initiatives.
3. Ability to conduct press conferences and briefings.
4. Demonstrated high-level verbal and written communication skills, well-developed interpersonal and negotiation skills, and ability to effectively liaise with people at all levels within industry, government, media and the community.
5. Prior experience in managing media budgets and executing PR campaigns.

6. Proven organisational skills, particularly in the prioritisation of a heavy workload and managing multiple deadlines.
7. Sound cross-cultural and political awareness and sensitivity, high levels of integrity and the ability to appropriately deal with sensitive information, involving tact and diplomacy.
8. Demonstrated experience working as a member of a team, as well as autonomously.
9. A relevant tertiary qualification and a minimum of three years' experience in a similar role.
10. Knowledge of the issues and responsibilities relating to Northern Territory Government, event management, tourism and related industries.
11. Experience in government policies and procedures.
12. Ability and willingness to work outside normal working hours, including public holidays and weekends as and when required to support events delivery.

BENEFITS

We will support you to implement innovative ways of working in a collaborative, people-focused and results-driven business. An attractive remuneration package is on offer for the right candidate.

Approved:

Suzana Bishop, CEO, NT Major Events Company