



# Media Officer

## The Challenge

Writing media releases, speeches and articles to promote the department's work and achievements in the wider community.

Providing a media liaison function as the department's first point of contact for external media and reporters seeking information or comment on any issue within the department's sphere of activities.

## The job

A media officer's job may involve:

- Providing background material to external media, and possibly referring reporters onto other departmental officers for background briefings
- Making on-the-record comments to external media
- Responding to crisis communications and reactive media situations
- Researching and writing press releases either in response to external events or to promote departmental achievements
- Advising senior departmental officers on media strategy
- Researching and writing articles for in-house publications, such as newsletters, magazines and web-based material.
- Reviewing a broad range of media (publications/radio/TV/internet) on a daily basis to ensure the department is updated on key issues
- Arranging media events, such as policy launches or site visits
- Directing media campaigns, for instance on road safety
- Liaising closely with departmental staff and external service providers with regard to promotional activities

## What we offer

- Opportunity to broaden your skills base, for instance desktop publishing and web authoring
- Opportunity to gain knowledge and experience in a diverse and dynamic organisation responsible for the provision of key services to the general public
- Regular annual salary plus allowances
- Six weeks annual recreation leave

## What you will need

- Excellent verbal and written communication skills
- Excellent research skills
- High-level networking capability
- An NT "C" class driver's licence
- Bachelor of Communications/Journalism degree or recognised media cadetship
- At least two years' experience working in the media or related field.

## Where the career could take you

This is a stepping stone to a senior media or communications role within Government such as Ministerial Media Adviser, Policy Adviser and Marketing/Media Manager.

**For more information visit:**  
[www.nt.gov.au/nreta/aboutus/careers](http://www.nt.gov.au/nreta/aboutus/careers)  
or phone 8999 4542

