

## SCHEDULE A – DESCRIPTION OF POSITION AND RESPONSIBILITIES

### Media Advisor

#### POSITION PURPOSE

To contribute to the Science Media Centre’s aim to bring about culture change in reporting of science-related issues in New Zealand by delivering an effective programme of content, activities, resources and events.

#### RELATIONSHIPS

Reports to: Director, Science Media Centre.

Relationships: All Science Media Centre staff, New Zealand media, New Zealand research institutions and individuals, New Zealand science business community, Ministry of Business Innovation and Employment, other RS&T stakeholders

#### FINANCIAL SCOPE AND AUTHORITY

- Budget expenditure nil

#### KEY TASKS AND ACCOUNTABILITIES

- **Communicating with New Zealand media**

- *Acting as a first port of call for media seeking science-based information and contacts*
- *Proactive targeting of media with science stories and topics*
- *Successfully handling media queries in a timely and positive manner*
- *Expanding network of relationships with New Zealand media*
- *Availability to be on call after hours (as part of a duty roster shared with other SMC staff)*

- **Communicating with New Zealand science community**

- *Proactively identifying expertise on topics attracting media attention*
- *Providing resources and support to scientists who are engaging with the media*
- *Expanding network of relationships with New Zealand researchers*
- *Cultivating productive relationships with research institutions’ communications professionals*

- **Content generation and maintenance of Science Media Centre’s digital platforms and presence**

- *Demonstrating strong editorial judgement and understanding of New Zealand news media priorities*
- *Researching, writing, editing and distributing media releases and written material to agreed deadlines*
- *Creating and uploading content for the Science Media Centre’s website platforms and channels*
- *Working collaboratively with SMC staff to meet agreed targets for content generation and uptake*

- **Contributing to effective delivery of SMC services**

- *Working with team members to extend and improve the SMC’s core services*
- *Demonstrating awareness of all Science Media Centre activities so that ideas and programmes can readily be communicated to broader audiences*
- *Contributing to the SMC’s programme of events and activities to encourage media engagement*
- *Monitoring media impact and collating information for Science Media Centre reporting purposes*
- *Planning, organising and promoting Science Media Centre events as required*
- *Ability to travel on occasion around NZ*

- **Other duties as requested from time to time**

#### Values

##### Respectful

- We seek, embrace and value diversity;
- We are kind and we take an interest in others’ wellbeing; and

- We are open to new ideas and we listen to others.

**Proactive**

- We plan and look ahead;
- We think ahead of the curve;
- We look for opportunities and anticipate problems;
- We accept mistakes; and
- We have a mindset of growth, creation and innovation.

**Collaborative**

- We listen, share and embrace others views;
- We ask for input and offer assistance;
- We actively collaborate on projects to ensure the best outcome; and
- We actively build trust with internal and external stakeholders.

**Acting with integrity**

- We stand up for what is right;
- We listen;
- We tell the truth;
- We show discretion and respect confidences;
- We stand firm when required and follow through on promises and commitments; and
- We provide frank and fearless advice.

**Convivial**

- We are a family of colleagues;
- We participate and we take an interest in the work of each other; and
- We support each other and celebrate success.

**COMPETENCIES**

**Teamwork**

- Takes responsibility for creating a positive environment in which colleagues are able to work to their full potential.
- Builds co-operative relationships internally and externally and participates willingly in team activities.
- Contributes to team/organisational success
- Exchanges information freely and volunteers ideas that help
- Support s group decisions

**Delivers Results**

- Achieves results by following instruction from a range of individuals within the organisation
- Demonstrates initiative, creativity and innovation.
- Shows commitment to achieving at a high level at all times.
- Is self-motivated with ability to work with little or no supervision.

**Relationship Management**

- Relates well to people inside and outside the organisation and builds appropriate rapport.
- Has proven customer service skills.
- Positively interacts with staff and clients.
- Is proactive in relationship building.