

Position Description

Job Title:	Communications Advisor
Team:	Brand Development & Engagement
Reporting to:	PR, Communications & Engagement Manager
Employment Status:	Full time (37.5 hours a week)

About the organisation

Melbourne Royal® is a member-based, not-for-profit organisation that has been enabling communities to celebrate and showcase their passion since 1848.

Our vision is for Melbourne Royal to be globally recognised as a seal of excellence, highly valued for:

- Showcasing food and beverage, produce and producers
- Presenting premier events
- Developing and activating vibrant event spaces

Melbourne Royal's five key strategic pillars are Awards and Competitions, Venue (Melbourne Showgrounds), Melbourne Royal Show, People and Sustainability.

Organisation values

Our values are summarised by the phrase 'Be **First**', which is an acronym representing the following attributes:



Fearless

Confident, brave, courageous, bold, be authentic
Take risks, speak up and have the courage to back yourself.



Innovative

Creative, best practice, forward thinking, think outside the box
Explore and support new ways of thinking to deliver the best solutions.



Respectful

Open minded, honest, be present
Embrace our heritage and diversity, listen and treat people as you would like to be treated



Successful

Outcomes focused, positive, proactive, exceed expectations
Pursue our shared goals, strive to be the best at what we do and celebrate our wins



Together

United team, shared vision, trust
Be open, work together and have fun

About this role

The role is responsible for providing a range of communications support across a diverse program of business activity and events, including the Melbourne Royal Show.

The Communications Advisor focuses on Melbourne Royal's communications and publishing activities and is expected to drive an integrated communications strategy that connects stakeholders with Melbourne Royal's communications program through a range of interfaces including traditional media, publishing, brand identity, social media, publicity, marketing and the staging of events. A critical component of this role is the capacity to research and survey Melbourne Royal's audiences and to develop targeted and innovative communications as appropriate.

This role will be expected to have impeccable copywriting and editing skills; a good understanding of the print and digital publishing landscapes; and an ability to contribute to editorial direction from idea generation through to production.

The position works to the direction of the PR, Communications & Engagement Manager, who in turn reports to the Executive Manager, Brand Development & Engagement. The role is expected to work collaboratively with the Melbourne Royal team to deliver the communication initiatives of the organisation.

Key responsibilities

Working with the PR, Communications and Engagement Manager, provide communications services across the organisation including:

- Assist in the development and delivery of communications strategies and campaigns
- Identify, create, edit and review content that showcases business activities and initiatives
- Produce copy that builds on the brand narrative across the pillars of the organisation and builds Melbourne Royal's reputation
- Work with and update style guides
- Work collaboratively with the Marketing and Communications team across communications functions including digital, social media, internal communications, publications and media relations
- Plan, develop, coordinate and implement Melbourne Royal's internal and external communication messages, channels and material within prescribed budgets and timeframes
- Generate and provide supporting evidence and data to assist in the analysis and ongoing improvement of Melbourne Royal's communication strategies
- In consultation with the PR, Communications and Engagement Manager, oversee the design, production and distribution of both print and online publishing and event collateral
- Contribute to Melbourne Royal's website and online presence to increase accessibility to an array of resources such as the audio/visual recordings and online publications
- Identify and apply for potential funding under direction from the PR, Communications and Engagement Manager; and build relationships with relevant industry and funding agencies
- Contribute to the collegial character of the Melbourne Royal workplace by sharing information, experience and expertise, as well as contributing to organisational advocacy and assisting across all facets of the communications program where assigned.

Key Competencies of the Role

- A tertiary qualification in Communications/Marketing/PR
- Previous communications experience gained working in fast-paced and dynamic workplaces.
- Strong copywriting and editing experience for diverse communities and audiences with attention to detail and thoroughness towards professional writing and editing standards
- Experience in the production of high-quality written material in various formats for a range of audiences
- Ability to communicate complex ideas simply.
- A creative flair for storytelling
- Highly organised and decisive and you thrive on developing relationships and engaging with internal and external stakeholders
- Previous experience in briefing and working collaboratively with agencies and consultants
- Strong organisational and time management skills with the ability to multitask and meet tight timeframes

- Intermediate skills in MS Office Suite
- Highly developed oral and written communication and interpersonal skills, including a demonstrated ability to liaise, negotiate and manage strategic relationships
- A high degree of initiative, creativity and innovation
- Collaborative and open, credible and engaging demeanour
- Enthusiastic and self-motivated, flexible and responsive to change
- A sense of humour, diligent, punctual and reliable.

Organisation compliance

- All employees are required to have and maintain a current Working with Children Check
- In line with directions issued by Victoria's Chief Health Officer, all employees at Melbourne Royal must be fully vaccinated against COVID-19 and will be required to provide COVID-19 a vaccination certificate or valid medical exemption
- Be available to work the 11 days of the Melbourne Royal Show
- Work additional hours in the lead up and during events (including after hours and weekends)
- Adhere to Melbourne Royal's Code of Conduct, policies and values