



## FEDERATION SQUARE

### Manager, PR and Communications

- Be a key player in raising Fed Square's profile
- Diverse and interesting role
- Senior strategic role, reporting into General Manager

Working within the vibrant precinct of Federation Square it will never feel like just an ordinary workplace as you are surrounded by the creative mix of cultural attractions, world-class events, and an exceptional array of restaurants, bars, and cultural tenants. Federation Square hosts up to 2000 events and attracts on average 10 million visits annually. Therefore, it's not surprising that it is ranked within the top 10 best public squares in the world and is one of Melbourne's top tourist locations. Employees receive discounts to selected bars and restaurants within Fed Square, health and well-being offerings, and enjoy the architecturally designed office space.

#### The Role

Reporting to the GM of Commercial and Public Engagement (C&PE), an exciting opportunity exists at Fed Square for a Manager, PR and Communications. This role is responsible for driving and influencing media attention and publicising FSPL events. You will create positive PR opportunities and manage reputational risk and issues. This position will be creating and managing the communications strategy for FSPL, which includes developing media plans, liaising with media, writing press releases, and organising media events and launches. A key element of this role is also focused around corporate communications, which includes the Annual Report.

#### Key Responsibilities

- Develop and deliver PR opportunities for Fed Square
- Develop relationships and networks with key media contacts
- Media Management
- Issues Management, both internally and externally
- Support the General Manager and CEO in developing and managing strategic partnerships with government bodies, industry and community
- Develop and deliver communications, media and stakeholder engagement activities
- Write on and offline content including:
  - media releases
  - corporate documents such as the Annual Report, Ministerial briefings, Corporate Plans and Strategies
  - speeches

- news stories
  - internal communications
- Monitor media coverage through our media monitoring software and create reports to communicate results to key internal stakeholders

### **Key Criteria**

#### **Our ideal candidate has:**

- At least 8 years' experience in a similar field
- Strong relationships and networks within the media industry
- Experience in the development and successful delivery of PR strategies that align with corporate plans
- Experience managing government relations
- Experience in a senior leadership role reporting and advising to GM or CEO level
- Proven ability to apply strategic level thinking, problem solving and decision making

#### **Qualifications**

- Relevant tertiary qualification would be desirable

#### **Applications**

Applications including a current resume/ CV and a one page cover letter addressing the key criteria of the role should be submitted by midnight Sunday 17 March 2019 to **positions@fedsquare.com** – shortlisting will occur throughout the duration of the advertisement, so please do not delay applying

Further details about Fed Square can be found at [www.fedsquare.com/employment](http://www.fedsquare.com/employment).