

## MEDIA MANAGER – PART TIME

- Part time role commencing February 2021
- Initial 3-month contract, with opportunity to extend
- World class research institute
- Inner city location, close to public transport



**Victor Chang**  
Cardiac Research Institute

### About us

The Victor Chang Cardiac Research Institute is Australia's home of heart research. The non-profit organisation is dedicated to finding cures for cardiovascular disease through world class medical research. Renowned for the quality of its breakthroughs, the Victor Chang Cardiac Research Institute is working urgently to discover better ways to diagnose, treat and ultimately prevent heart disease. The Institute was established in 1994, in honour of legendary heart transplant surgeon Victor Chang.

### The role

We are seeking an experienced and motivated part time Media Manager. In this role you will drive brand awareness of the Victor Chang Cardiac Research Institute and help raise public understanding of heart disease. Working closely with the Media and Communications Team, you will lead the design and delivery of all external public relations.

### Duties and responsibilities include:

- Enhancing the organisation's brand profile through a proactive media engagement and communications plan
- Preparing media releases and statements and leveraging network contacts to publish quality stories in the media
- Tracking news and current affairs across multiple platforms to identify new opportunities for the organisation to promote its brand and key messages
- Organising and managing press conferences as well as sourcing talent for media interviews
- Working closely with scientists to effectively communicate complex discoveries with the public
- Working with the Digital Marketing Manager to develop, produce, write and edit innovative and engaging content for social media and the website.

### About you

#### We would like to meet you if you have:

- A degree in media, communications and/or journalism or demonstrated equivalent experience
- At least six years' experience in PR, Media and/or Communications
- Superior writing, editing and proofreading skills with strong attention to detail and the ability to translate complex health matters into relatable copy
- Established media relationships, outstanding media contacts and a proven track record of successfully pitching stories to journalists and producers
- A well-developed radar for newsworthy stories with a keen interest in news and current affairs
- A passion for storytelling and a love of content creation
- Experience taking photographs, producing video content and using tools such as Adobe Photoshop, Adobe Premier Pro or other video editing software
- Experience in building brand awareness
- An interest in health or science and ideally an understanding of the medical research landscape would be an advantage

#### What we offer:

- Salary packaging
- State of the art facilities
- Collaborative team environment

We strive to ensure our staff and students enjoy a great working environment. We value and are committed to providing a working environment that embraces diversity and gender equity and promotes flexible working arrangements for staff to balance working requirements and personal needs.

**Come and work at Australia's home of heart research.**

- How to Apply:**
- For further information about the role, please visit our website – [www.victorchang.edu.au](http://www.victorchang.edu.au)
  - If you would like to apply for this role, please send your cover letter and resume to [recruitment@victorchang.edu.au](mailto:recruitment@victorchang.edu.au)

**Closing date:** 25 January 2021