

POSITION DESCRIPTION	
ROLE:	Media Adviser
LOCATION:	Perth, WA
ROLE PURPOSE:	The Media Adviser is responsible for the coordination, creation and delivery of HIA content for earned and owned communications channels including WA Building News, Building WA podcast, eDMs, e newsletters, social media platforms, weekly column in The West and other earned media.
WHAT DOES THE ROLE DO:	Creates and co-ordinates distribution of content for HIA across both earned and owned media channels in support of advocacy and commercial objectives. Ensures HIA messaging consistent and leverages communications assets for greater reach and impact.
HOW IS THE ROLE DONE:	<ul style="list-style-type: none"> • Coordinate, create and edit content for broadcast and publication in existing owned media including member publications, podcasts and social media platforms. • Support proactive and reactive media opportunities for earned media (eg. press releases, opinion pieces, social media content) • Repurposes content assets across different platforms in coordination with local and national business units • Closely liaise with national marketing and digital team as well as policy and economics to coordinate activity, generate new content for hia.com.au and align with HIA standards.
KEY ACCOUNTABILITIES:	<ul style="list-style-type: none"> • Coordinate & delivery of Building News • Coordinate & delivery of fortnightly Regional news • Co-ordinate content for weekly Building WA podcast • Drafting media releases, opinion pieces and media responses • Media monitoring and advice • Working with Commercial manager to increase social media reach
ATTRIBUTES & EXPERIENCE:	<ul style="list-style-type: none"> • Experience working in media and communications • Excellent time management – meets deadlines and can prioritise work; • Excellent communication skills – verbal and written; • Experience creating and distributing content via social media and eDMs. • Must work well autonomously and in a distributed team environment.
REPORTING:	This role reports to Regional Executive Director
FUNCTIONAL RESPONSIBILITY:	INTERNAL RELATIONSHIPS Executive Director WA Nominee of Chief Executive – Marketing & Digital Transformation Commercial Manager WA