

POSITION DESCRIPTION

Communications Officer

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| Position number | 1033 | |
| Directorate | Customer and Corporate Services | |
| Service unit | Customer and Communications | |
| Classification | Band 5 (Moorabool Shire Council Enterprise Agreement No 10, 2023) | |
| Organisational relationships | Reports to | Communications Coordinator |
| | Directly supervises | Not applicable |
| | Internal relationships | All Council staff, Councillors |
| | External relationships | Council clients including ratepayers and residents, community organisations, government departments, statutory authorities, public authorities, media representatives and other councils. |
| Probation period | 6 months (applies to all new employees) | |
| Approved by (position title) | General Manager Customer and Corporate Services | |
| Date | June 2024 | |
| Position purpose | <p>Reporting to the Communications Coordinator, the Communications Officer provides communications, public relations and marketing advice and support to Council teams throughout the organisation to support external and internal communications functions.</p> <p>This role will be responsible for developing and implementing communications plans, designing communications materials for both print and online, and developing and reviewing a wide range of communications collateral including web content, social media copy, printed materials, signage, branded templates and more. </p> | |

Key responsibilities and duties

Media and communications

- Assist the Communications Coordinator to deliver Council's media, communications, public relations and marketing activities, including corporate advertising, to ensure the promotion of Council's achievements across multiple communication channels.
- Developing content for multiple communication channels, including identifying story opportunities and writing, coordinating and distributing media releases and other documents and collateral as required.
- Developing and nurturing relationships with media outlets to ensure Council initiatives, activities, events and programs are accurately and positively promoted.
- Assisting in response to media enquiries, monitoring of media coverage and creation of media releases.
- Assisting the Communications Coordinator to deliver proactive media support to Councillors, the Chief Executive Officer and Council staff.
- Liaising with internal teams, external public relations companies and other organisations in relation to key projects and assist with the planning and delivery of key Council events.

Content creation and evaluation

- Preparing videos and other content both print and online to promote community awareness of Council decisions, actions and works programs and to disseminate the information appropriately via required channels.
- Play a key role in the delivery of internal communications, in order to drive engagement.
- Assisting with monitoring online media, including social media.
- Assisting in promotion campaigns, arrange interviews and provide information on Council activities.
- Maintain up-to-date information on Council's website, intranet and other online channels.
- Photograph and video Council events, announcements and other activities as needed.
- Create artwork and help deliver on Council's branding and signage requirements as required.
- Provide administrative support to the service unit.

Child Safe Standards

Council is committed to creating a child safe and child friendly environment where children and young people are respected, valued, and encouraged to reach their full potential.

Moorabool Shire Council's policies and procedures support the requirements under the Child Wellbeing and Safety Act 2005. Council will ensure that the Child Safe Standards are understood and embedded across Council services and programs, and the safety of children is promoted, and allegations of child abuse are properly and promptly responded to.

Disability Access and Inclusion

Council is committed to its Disability Access and Inclusion Plan. We will demonstrate leadership to the local community as we support local employment opportunities for people with a disability and will provide reasonable adjustments within the workplace to support new and existing staff.

General and Organisational responsibilities

- Comply with Council policies and procedures.
- Promote excellence in customer service and in conjunction with your Manager or people leader, identify, review, and implement strategies to improve service quality and efficiency.

- Participate as directed in training and education to maintain compliance and an up to date knowledge.
- Contribute to emergency management planning and activities as they arise as well as undertake relevant training. During an emergency an employee may be required to complete alternative work.
- Work in ways that promote the health and safety of all employees.
- Immediately report all incidents and/or near misses through Councils Incident Management System (CAMMS).
- Contribute to an organisation that is free of Sexual Harassment.
- Role model a work environment free of discrimination, harassment, bullying, victimisation, or vilification.
- Work in ways that support taking positive action towards achieving gender equality in the workplace and working towards delivering agreed commitments under our Gender Equality Action Plan.
- Contribute to prevention of fraud and corruption by being fair and accountable through enhanced transparency by disclosure of gifts; declaring conflicts of interests; prevention of unauthorised access and disclosure of information and appropriate pre-employment checks of staff.
- Staff who fail to disclose any pre-existing injuries, illnesses or diseases or the making of a false or misleading disclosure, will disentitle compensation under the Workplace Injury Rehabilitation and Compensation Act 2013 (WIRC) for the staff member and their dependents should they suffer any recurrence, aggravation, acceleration, exacerbation or deterioration of the pre-existing injury or disease arising out of or in the course of or due to the nature of employment with Moorabool Shire Council.
- Understand and apply organisational risk management principles to your daily work.
- Other tasks and duties the employee has the skill, knowledge, and physical capability to complete as requested by the supervisor.

This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required.

Moorabool capabilities

The Moorabool Capabilities define the core skills and abilities required of all positions at Moorabool to achieve our Council vision and objectives, develop a competent and high performing workforce, and deliver excellent outcomes for our community.

The Moorabool Capabilities are applicable to each employee and their role, recognising that how frequently each capability is used may vary from position to position.

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| Always | Rely on this capability for effective delivery of position duties and objectives | 60% of the time or more |
| Often | Used often but not as consistently to achieve position duties | 30% - 60% of time |
| Occasionally | Occasional use only, not as regularly for the achievement of position duties | 30% or less of the time |

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| Self-Management | Demonstrates personal growth and resilience, supporting a positive emotional climate | <ul style="list-style-type: none"> •Personal impact •Emotional intelligence •Growth & Resilience •Integrity | Always (all roles) |
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| Communication | Engages others, forming strong relationships, communicating with clarity, vision, purpose and impact | <ul style="list-style-type: none"> •Effective & Audience Specific •Relationship Management •Negotiation •Influence | Often |
| Action & Achievement | Drives outcomes with purpose, ambition, accountability, and action | <ul style="list-style-type: none"> •Accountability •Decision making •Planning & Prioritisation •Time Management | Occasionally |
| Community & Inclusion | Collaborates across Council, open and accepting of differences, creating community value | <ul style="list-style-type: none"> •Collaboration •Diversity & Inclusion •Customers & Community Engagement | Often |
| Innovation & Change | Engaged and supportive of change, with the courage to persevere through uncertainty | <ul style="list-style-type: none"> •Continuous Improvement •Manage ambiguity •Change Management | Often |
| Business Performance | Delivers outcomes with commercial and organisational nous | <ul style="list-style-type: none"> •Financial Management •Risk Management •Data & Analytical Literacy •Technology | Occasionally |
| Strategic Mindset | Sees ahead to future possibilities and thinks through challenges and obstacles to achieve outcomes | <ul style="list-style-type: none"> •Political Nous •Critical Thinking •Problem Solving •Direction & Purpose | Occasionally |
| Leadership | People orientated, embracing individual motivations and talents, developing team outcomes through demonstrated behaviours | <ul style="list-style-type: none"> •Humanistic •Future focused •Coaching & Development •Inspirational | Occasionally |

Classification definitions

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| Accountability and extent of authority | <ul style="list-style-type: none"> • Positions in this Band may supervise resources, other employees, or groups of employees and/or provide advice to or regulate clients and/or give support to more senior employees. • In positions where the prime responsibility is for resource supervision, the freedom to act is governed by clear objectives and/or budgets, frequent prior consultation with more senior staff and a regular reporting mechanism to ensure adherence to plans. • In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to close supervision or to clear guidelines. The effect of decisions and actions taken on individual clients may be significant, but the decisions |
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| | <p>and actions are always subject to appeal or review by more senior employee.</p> <ul style="list-style-type: none"> • In positions where the prime responsibility is to provide direct support and assistance to more senior employees, the freedom to act is not limited simply by standards and procedures, and the quality of decisions and actions taken will often have an impact upon the performance of the employees being supported. |
| Judgement and decision making | <ul style="list-style-type: none"> • In these positions, the objectives of the work are usually well defined but the particular method, technology, process, or equipment to be used must be selected from a range of available alternatives. • The work may involve solving problems, using procedures and guidelines and the application of professional or technical knowledge, or knowledge acquired through relevant experience. • Problems are occasionally of a complex or technical nature with solutions not related to previously encountered situations and some creativity and originality is required. • Guidance and advice would usually be available within the time required to make a choice. |
| Specialist skills and knowledge | <ul style="list-style-type: none"> • Supervisors in this Band require an understanding of the relevant technology, procedures and processes used within their operating unit. • Specialists and employees involved in interpreting regulations require an understanding of the underlying principles involved as distinct from the practices. • Support employees also require an understanding of the role and function of the senior employees to whom they provide support, an understanding of the long-term goals of the unit in which they work, and an appreciation of the goals of the wider goals of the unit in which they work, and an appreciation of the goals of the wider organisation. • All employees in this Band require an understanding of the function of the position within its organisational context, including relevant policies, regulations, and precedents. |
| Management skills | <ul style="list-style-type: none"> • These positions require skills in managing time, setting priorities, and planning and organising one's own work and in appropriate circumstances that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable. • Where supervision is part of the job, the position requires an understanding of and ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employees training and development. |
| Interpersonal skills | <ul style="list-style-type: none"> • These positions require the ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of well-defined activities and in the supervision of other employees where appropriate. • Employees in this Band will be expected to write reports in their field of expertise and/or to prepare external correspondence. |

Qualifications, skills and experience

Qualifications

- A tertiary degree, training and/or qualifications in journalism, communications, public relations or similar discipline, or lesser formal qualifications with relevant work skills and experience commensurate with the requirements of the work.

Skills and experience

- Proven ability to work cooperatively and positively in a sensitive and confidential environment.
- Demonstrated ability to create content across all communication platforms, including video.
- Demonstrated ability to organise work, manage time, determine priorities and meet deadlines within a communications environment.
- Ability to frame, lead and deliver a program of work in the communications context.
- Proven strong focus on developing and delivering high standard customer service both internally and externally in a timely manner.
- Demonstrated highly developed communication skills (written and verbal) with the ability to develop strong working relationships both internally and externally.

Licences and registrations

- A current Victorian Driver's Licence.

Physical and psychological requirements

| Condition/Activity | Constant | Frequent | Occasional | N/A |
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| Manual handling weights - above 10 kg | . | . | ✓ | . |
| Manual handling – above 5 kg below 10 kg | . | . | ✓ | . |
| Working with arms above head | . | . | ✓ | . |
| Manual handling – lifting above shoulder | . | . | ✓ | . |
| Repetitive bending/twisting | . | . | . | ✓ |
| Using vibrating / powered hand tools | . | . | . | ✓ |
| Close inspection work | . | . | . | ✓ |
| Working in dusty / slippery / wet conditions | . | . | . | ✓ |
| Wearing safety shoes/boots (steel cap) | . | . | . | ✓ |
| Wearing hearing / eye protection | . | . | . | ✓ |
| Using chemicals | . | . | . | ✓ |
| Repetitive hand washing / cleaning | . | . | . | ✓ |
| Working at heights | . | . | . | ✓ |

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| Working in confined spaces | . | . | . | ✓ |
| Working in heat (over 35 C) | . | . | . | ✓ |
| Working in cold (under 5 C) | . | . | . | ✓ |
| Driving vehicles | | | ✓ | |
| Operating plant | | | | ✓ |
| Using a keyboard | ✓ | . | . | . |
| Writing by hand | ✓ | . | . | . |
| Transcribing from hard copy | | ✓ | | |
| Audio transcription | . | ✓ | . | . |
| Handling difficult customers onsite | . | . | ✓ | . |
| Handling difficult customers offsite | . | . | ✓ | . |
| Making decisions that impact on other employees (disciplinary / restructure / investigation) | . | . | . | ✓ |
| Other Use of cameras and other image/video equipment | ✓ | . | . | . |

Employee acceptance

I understand and accept the contents of this position description and acknowledge that I will act in the best interest of Council in carrying out my role and I will comply with the staff code of conduct at all times.

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| Employee Acceptance: <i>(name and signature)</i> | |
| Date: | |

PLEASE NOTE:

Personal, Health and gender Information collected by Council is used for recruitment purposes and, if the applicant is successful, will be used for HR purposes. Council may disclose this information to other organisations if required by law. The applicant understands that the personal and health information provided is for the above-mentioned purpose and that he or she may apply to Council for access to and/or amendment of the information. Information relating to unsuccessful applicants may be destroyed by Council six months after being received. Requests for access or correction should be made to Council's Privacy Officer.