

Position Description

Media and Communications Officer

Directorate	Executive Services
Location	4-6 Shire Street, West Wyalong
Classification/Grade/Band	Grade 12
Position Code	2211 - 35 hour per week
Date Position approved	January 2023

Primary purpose of the position:

To coordinate the development of and implementation of public relations and communications programs and provide high level communication advice to staff and councillors, supporting Council's communications with the media and community.

Key accountabilities:

Within the area of responsibility, this role is required to:

- Implement systems to ensure the prompt and accurate dissemination of information to the community and key stakeholders using a range of mediums.
- Develop, implement and review Council's Communication and Engagement Strategy, including managing the successful delivery of projects, programs and initiatives arising from the strategy.
- Develop and deliver effective communication projects that drive improved customer experience.
- Proactively develop content for application across multiple channels, including website, social media and external media to drive awareness of Council and its activities.
- Coordinate the ongoing development and continual improvement for Council's website and social media accounts.
- Prepare media briefs for key personnel within Council to ensure consistency of message and alignment with organisational goals, values, vision and mission.
- Assist in the planning, coordination and promotion of launches, public receptions and events conducted by Council in conjunction with key stakeholders, relevant internal committees and the external community.
- Identify opportunities and implement solutions to improve communications capability and provide timely communications advice to relevant stakeholders.
- Build and maintain strategic relationships with a wide range of internal and external stakeholders, including media outlets, NSW and Australian Government agencies, business/industry organisations, and community groups.
- Demonstrate organisational skills, initiative and flexibility and the ability to manage resources to meet competing priorities.

- Be a point of contact for people/groups wishing to hold events in the LGA providing advice and guidance to event holders.
- Collaborate with community and staff on Council sponsored events.
- Develop and deliver communications programs for contentious and sensitive public issues, including experience in conducting public meetings and forums and a wide range of engagement tools.
- Liaise with technical staff to translate complex and technical information into accessible public information.
- Liaise with staff at all levels, management and other key stake holders and contacts to ensure Council is presented in a professional and positive manner.
- Prepare and manage budget for areas of responsibility in collaboration with Council stakeholders.
- Research, monitor and apply for grant opportunities on behalf of Council.
- Be available outside of core business hours to manage media and public affairs issues in times of emergency.
- Collaborate across Council and with external stakeholders to develop engagement plans and to support engagement activities.
- Carry out other duties that are within the limits of the employee's skill, competence and training.

WHS Responsibilities:

- Be aware of and adhere to Council's WHS policies and procedures.
- Immediately report all hazards and incidents, following the appropriate processes.
- Work in a manner that will not endanger yourself or any other person.
- Assist new employees in the use of proper work practices and procedures.
- Use personal protective equipment clothing or equipment (PPE) provided as instructed by your supervisor and report any defective or damaged PPE.
- Not attempt any task unless you are capable and competent to carry out the task.
- Participate in rehabilitation and return to work programs if required.
- Comply with Corporate record keeping requirements.

Key internal relationships:

Who	Why
Team Members	Collaborate on maintenance and development of Council's services. Negotiate task priorities. Ensure safety and quality standards are met
General Manager	Liaise to clarify tasks and priorities. Identify emerging issues / risks, their implications and propose solutions.

Key external relationships:

Who	Why
Community/Councillors/ Mayor/Government agencies/Event holders	Maintain a friendly, professional and positive council presence. Provide information regarding Council activities and initiatives and encourage public participation and feedback when required. Ensure public safety at all times.

Selection requirements:

Criteria

Essential Criteria:

- Tertiary qualification/s or equivalent relevant experience in communications, media or public relations.
- Demonstrated ability to translate complex and technical information into accessible public information.
- Highly developed professional written and oral communications skills including experience in writing a wide variety of engaging material tailored for different audiences and platforms, such as media releases, newsletter content, website and social media content.
- Experience in preparing content for websites using content management system software.
- Ability to manage multiple tasks and meet deadlines.
- Current Class "C" Driver Licence

Highly Desirable Criteria:

- Experience working in the media, either print or electronic.
- Certificate in International Association of Public Participation 2 or willingness to obtain accreditation.
- Knowledge of the issues and responsibilities relating to Local Government.

WHS and EEO

- Thorough knowledge of WHS & EEO practices and principles.





Key Physical Requirements (*Key = Occasional 1-33%, Frequent 34-66%, Constant 67-100%*)

Constant standing. (at times)	Occasional lifting up to 10kg
Constant sitting. (at times)	Occasional squatting
Frequent walking	Occasional kneeling
Frequent reaching forwards	Occasional bending from hip/waist
Frequent gripping/grabbing	Occasional working below waist height
Frequent lifting up to 5kg	Occasional pushing/pulling

Capabilities for the role:

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Local Government Capability Framework		
Capability Group	Capability Name	Level
 Personal attributes	Manage Self	Adept
	Display Resilience and Adaptability	Adept
	Act with Integrity	Adept
	Demonstrate Accountability	Adept
 Relationships	Communicate and Engage	Adept
	Community and Customer Focus	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Plan and Prioritise	Adept
	Think and Solve Problems	Intermediate
	Create and Innovate	Adept
	Deliver Results	Adept
 Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	Adept
	Procurement and Contracts	Foundational

Core Capabilities

- Act with Integrity: Be honest, ethical and professional, and prepared to speak up for what is right.
- Community and Customer Service: Commit to delivering customer and community focused service in line with strategic objectives.
- Create and Innovate: Encourage and suggest new ideas and show commitment to improving services and ways of working.
- Technology and Information: Use technology and information to maximise efficiency and effectiveness.