



# Position Description – Communications Advisor

Position:	Communications Advisor
Band:	6
Position Number:	1628
Business Unit:	Communications
Directorate:	Chief Executive Officer

Name of Occupant	Vacant
Date Approved	10 February 2020
Approved By	Manager – Strategic Communications

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## Position Objective

The primary objectives of the position are:

To produce a range of newsworthy, informative and profile building media communications designed to positively promote Council operations in print, electronic and online media.

This includes the writing, editing, designing and laying out of advertorials, advertisements, and Council publications as required.

## Key Responsibility Areas

The following are the key responsibility areas for the position:

### Media relations

- Research, write and edit media releases in accordance with Council's corporate identity standards, guidelines and strategic goals.
- Develop and foster relationships with key local and metropolitan media with a view to generating positive media coverage for Council programs.
- Arrange for the timely distribution of approved communication materials to the appropriate media and other stakeholders.
- Provide strategic advice to staff and Councillors on media issues as required.
- Assist with critical management as required and play a key communication role in the event of an emergency.

### Council publications and communication collateral

- Research, write, design, layout and produce internal and/or external Council publications as required in accordance with Council's corporate identity standards, guidelines and strategic goals.

- Provide advice and assistance to other Council departments in the development and/or production of communications tools.
- Investigate, identify and recommend new opportunities to promote Council's diverse range of services and facilities.
- Plan, develop and lead comprehensive Communications Plans where required.

#### Communications team and general support

- Support the Manager Strategic Communications in high periods of demand with media and communications enquiries, including emergency management incidents.
- Develop and maintain a corporate photographic library.
- • Other communications and/or associated administrative tasks as required.

All other duties and additional tasks as directed, within the skills and abilities of a position at this level.

### Organisational Relationships

Reports to:	Manager Strategic Communications
Supervises:	Nil
Internal Liaisons:	Chief Executive Officer, Directors, Managers and other staff, Councillors
External Liaisons:	Media, community, government agencies, designers and other suppliers

### Commitment to Culture

Baw Baw Shire Council is committed to creating a culture first environment that actively promotes and demonstrates above the line behaviours.

We will strive to be:

**Optimistic** – about our organisation's future and our ability to deliver quality services and projects to benefit our community.

**Pragmatic** – by resolving issues and making the best possible use of our time, effort and resources.

**Respectful** – of ourselves, our Council and of the diverse views and perspectives of our community.

**Supportive** – by valuing our team members, empowering them to be successful in their roles and investing in their growth and development.

**Authentic** – by undertaking our work in an open, honest and transparent manner.

### Commitment to Safety

Baw Baw Shire Council has made a committed to increasing our safety performance. A high performing safety culture is created by empowering all Councillors, Employees and Volunteers to be accountable to our ThinkSAFE approach.

Our expectation is that you will **Think, Stop, Assess, Foresee and Evaluate hazards and risks** in all you do to achieve our overall goal of creating a safe work environment.

### Qualifications and Experience

The qualifications and experience required for the position include:

- Tertiary qualifications in communications, public relations and/or journalism with a minimum of two years' experience in a similar industry.

- Knowledge of Web Content Accessibility Guidelines (WCAG) 2.0.
- High level communication skills with the ability to use strong discretion and judgement in a complex business and political environment.
- Advanced level of desktop publishing skills for online content using Adobe Creative Suite and Microsoft Office applications.
- Current driver's licence.

## Key Selection Criteria

- Qualifications and experience as outlined above.
- Demonstrated experience in copywriting, editing, design and layout of wide ranging internal and external publications within a communications environment for various audiences.
- Demonstrated knowledge and experience working with media representatives.
- Demonstrated ability to multi-task and meet deadlines with minimal notice.
- Demonstrated understanding of and commitment to community engagement.
- Demonstrated social media and content management experience in a professional environment.
- Demonstrated persuasive communication skills sufficient to gain the cooperation of both internal and external stakeholders as required.
- Demonstrated ability to function effectively in a highly political environment and to successfully manage negative issues, crisis and emergencies.

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## Accountability and Extent of Authority

The position's accountability and extent of authority will be as follows:

- For building effective relationships with people inside and outside of Council, including print and electronic media journalists.
- For developing, improving and recommending potential solutions to structural and/or process problems identified in the workplace.
- For producing accurate and quality media releases and council publications within nominated timelines and recommending improvement strategies as appropriate.
- For operating within approved Council processes and budgets.
- For effective communications, promotional strategies, events and projects.
- For carrying out tasks relating to budgets, legislative requirements, policies, efficiently as directed by the Manager Strategic Communications and/or the Director.

## Judgement and Decision Making

Judgement and decision-making skills required for the role include:

- To use commercial judgement based on professional experience and qualifications to generate improved outcomes with guidance available from immediate supervisor.

## Specialist Skills & Knowledge

The skills and knowledge required to perform the duties of the position include:

A proven track record of excellence in:

- Copywriting and editing of media releases, speeches, publications, and advertising.
- Design and layout with professional desktop publishing software including In-Design.

- Research and analytical abilities in public relations, journalism, or communications.
- Written, verbal and interpersonal skills.
- Meeting agreed work objectives and targets.
- Being a 'team player'.
- Liaising with print and electronic media journalists, and a working understanding of media in general.
- Photography, photo cropping, downloading and uploading onto relevant mediums.
- Proven experience and skills with content management software including an understanding of social media and Web Content Accessibility Guidelines (WCAG) 2.0.
- Require an understanding of the long-term goals of the functional unit in which the position is placed and of the relevant policies of both the unit and the wider organisation.

## Management Skills

The required management skills include:

- Ability to prioritise own workload and set priorities and where appropriate the organise priorities of other employees to achieve specific and set objectives in the most efficient way possible, within the resources available and within a set timetable.
- Demonstrated ability to operate with minimal supervision and show high levels of initiative.
- Ability to achieve specific objectives within available resources and timeframes.
- Ability to maintain professionalism, integrity and confidentiality.

## Interpersonal Skills

- A high level of written and verbal communication skills; and
- Ability to liaise at all levels with individuals and organisations
- Require the ability to gain cooperation and assistance from clients, members of the public and other employees in administering defined activities.
- Must be able to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.

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**ACCEPTED** for and on behalf of the **EMPLOYEE**

[acceptance\_status]

Acceptance of Employee

[candidate\_name]

Name of Employee

[acceptance\_date]

Date

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[Publish Date]