



Position Description

POSITION	Communications and Marketing Assistant
SECTION	Communications and Marketing
DEPARTMENT	Chief Executive Officer's Unit
ESTABLISHMENT NO.	BCC1075
POSITION TYPE	Permanent, full-time
REPORTS TO	Communications and Marketing Group Coordinator
DIRECT REPORTS	No
POSITION GRADE	Band 2 Level 1 Salary System Grade 7
APPROVAL LIMIT	\$0
RELEASE LIMIT	\$0
DATE	November 2019

POSITION PURPOSE:

- To assist the Communications and Marketing team in the development and implementation of all communication, promotional, marketing initiatives including advertising, public relations, branding and media
- Act in accordance with the *New South Wales Work Health Safety Act 2011*, *Work Health Safety Regulation 2017* and the Work Health and Safety Management (WHS) System.

QUALIFICATIONS AND EXPERIENCE:

Essential:

- Certificate III in Business Administration, Media, Marketing, Public Relations or equivalent
- Available to work outside ordinary hours in order to support Mayoral and Council commitments and formal events as required
- Current class C driver's licence.

Desirable:

- Tertiary qualifications in Communications, Public Relations, Journalism or associated fields
- Demonstrated commitment to customer service
- Ability to work within a team environment

- Availability to work flexible working hours including providing support to Council outside of ordinary hours.

AUTHORITY:

- The incumbent has the authority to take any reasonable action that is consistent with the responsibilities of the position and to ensure the safe and efficient undertaking of work activities. The incumbent's authority is subject to any limitation imposed by the Management Team, Corporate Policies, Procedures and Work Instructions.

KEY ACCOUNTABILITIES:

- Assist the Communications and Marketing team to deliver online and multimedia communication and implement Council's social media strategy, including being a key social media publisher
- Assist the Communications and Marketing team in active implementation of Council's approved Strategic Communications Plan and Council Branding strategy
- Accompany the Mayor to formal events as required to support Council's social media communications output
- Assist in the development and preparation of various corporate publications.

Work Health and Safety (WHS):

- Implement, monitor and, or comply with Council's WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work Instructions and associated system tools in their relevant work area
- Adequately familiarise themselves with their WHS responsibilities and actively fulfil these as indicated in the WHS Responsibilities guideline WHS001
- If this role is identified as a position with 'Chain of Responsibility' requirements, as defined by the *Heavy Vehicle National Law (HVNL)* and Regulations, you will, as far as reasonably practicable, ensure the safety of the vehicles transport activities. This is not limited to preventing breaches of mass, dimension, load, speed and fatigue laws and regulations
- If this role is identified as a position which undertakes child-related work, as defined by the *Child Protection (Working With Children) Act 2012*, the *Child Protection (Working With Children) Regulation 2013* and the Office of the Children's Guardian, you will be required to maintain a current and valid Working with Children Check, renewable every 5 years. In the event that there is any change to your Working with Children certificate clearance, you are obliged to report this to your Supervisor immediately
- WHS001 – Matrix is attached.

Corporate:

- To commit to and embrace the objectives of Our Blacktown City 2036. Contributing within Council's staffing structure and program of works to deliver our corporate objectives and strategic vision.

Equal Employment Opportunity (EEO):

- Demonstrate appropriate knowledge of, and commitment to, EEO principles and anti-discrimination law in the workplace.

Environmental Sustainability:

- Act in accordance with the *Protection of the Environment Operations Act 1997*, the *New South Wales Local Government Act 1993* and seek to conserve and enhance our local environment, in consideration of Council's environmental sustainability policy through our work practices, programs and services.

DUTIES:

- Coordinate all advertising bookings for Council in line with deadlines
- Work with the Communications and Marketing team to implement the Council Strategic Communications Plan
- Adhere to Council's media policy
- Assist the Web and Database administrator with the day to day functioning of the online approvals system and CMS workflow tool
- Assist with the alignment of budget targets including purchasing and procurement requirements are managed and maintained
- Assist with promotion of Council's events program including promotions and sponsorships
- Assist in generation awareness of Council's services and programs and the development of promotional aids such as media releases, newsletters, Editorial, Website, advertising copy, flyers and signage to encourage profile growth and increased events visitation
- Ensure a high quality environment complying with established promotional standards and requirements
- Maintain effective customer relationships with stakeholders, suppliers, sponsors, partners, and the media to ensure opportunities for the promotion of Council.

PERFORMANCE CRITERIA:

- As per Council's Performance Management System.

Employee Name (PRINT):

Employee Sighted and Agreed:

Date:

Supervisor Name (PRINT):

Authorised by Supervisor:

Date:
