## Position Description: Communications Officer

**PRIMARY ROLE STATEMENT**

The Communications Officer plans, coordinates and delivers Council’s internal and external communications activities and programs, including media relations and social media.

This position works closely with stakeholders across all levels of the organisation to develop, implement and measure the success of communications plans.

The public relations objectives will focus on increasing awareness / utilisation of Council’s services / events, as well as building / maintaining positive brand / reputation management.

**KEY DUTIES AND RESPONSIBILITIES**

* Prepare high quality media releases, speeches, publications and newsletters to meet Council’s corporate and strategic goals
* Assist in the monitoring and management of media enquiries, including preparation of responses
* Contribute to the development, delivery and review of communications strategies for Council projects, programs, events and activities
* Exercise sound judgement in dealing with complex and sensitive communication issues
* Produce high quality work with strict deadlines with minimal supervision, as well as working as part of a small multi-skilled team
* Foster positive working relationships external stakeholders e.g. journalists and media outlets, and internal stakeholders to deliver results, solve problems and anticipate customer needs

***Child Safe Organisation***

* Council fully supports the aims and objectives of NSW Child Protection Legislation and associated provisions, and will implement all necessary measures to ensure a safe and supporting Council environment, which endeavours to promote child safe, child friendly practices.

**Work Health & Safety**

In accordance with councils WHS policy 2018, all employees have a responsibility to take reasonable care of their own health and safety, and that of others. To meet this commitment, all levels of management shall be held responsible for:

• Working safely and displaying safe behaviours and taking all reasonable steps to ensure the safety of others

• Being present for work in a fit state (not under influence of drugs or alcohol)

• Not undertaking any task/activity for which you have not been trained, inducted or deemed competent to do

• Notify your supervisor immediately of any unsafe situations, hazards or risks

• Notify your Supervisor of an injury immediately or as soon as practical and record the injury as per the WHS Incident reporting procedure

• Commitment and participate in Councils Injury Management & Recover at Work plans/programs

• Assisting in the investigation of all injuries and incidents

• Ensure the safe and correct use/application of plant, equipment and PPE

• Maintain good site housekeeping at work location

• Contribute to continual improvement of workplace risk assessment and control processes

• Have a responsibility to co-operate with Management and staff with nominated or elected WH&S representatives and functions.

• Actively participating in consultation arrangements through toolbox meeting with immediate supervisors to resolve any WH&S issues.

• Avoid causing harm to self or others.

• Avoid taking unjustifiable risks.

• Follow the WHS management system by using Safe Work Method Statements (SWMS) and safe operating procedures (SOP’s) and complying with reasonable safety directives, work instructions and guides where available.

**ORGANISATION STRUCTURE**

**ABILITIES, QUALIFICATIONS, EXPERIENCE**

***Essential***

* Tertiary qualifications in a Communications, Journalism, Public Relations or other appropriate field
* 3-5 years’ experience in the area of corporate communications and strategic public relations
* Advanced level of written and verbal communication skills, including ability to communicate with a range of stakeholders
* Demonstrated ability to develop, implement and measure the success of detailed communication plans
* Demonstrated ability to prepare communications materials for a range of channels, including media releases, speeches and newsletters, website copy and social media content
* Demonstrated ability to identify media risk or opportunity, manage media enquiries and develop media statements
* Highly developed organisational and time management skills, demonstrated ability to organise work, manage time, determine priorities and meet deadlines
* Demonstrated ability to produce high quality work within strict deadlines with minimal supervision, as well as working on multiple projects as part of a small multi-skilled team
* Demonstrated experience to solve problems using research, analysis, and evaluation of information which may not be readily available
* Demonstrated ability to make judgements or recommendations based on advanced analytical or creative thought
* Possess a current driver’s licence - National class ‘C’ driver’s license

***Desirable***

* Experience in working in Local Government
* Strong relationships and networks developed within the media industry
* Intermediate level photography skills

***Employment Screening Required***

* Qualifications verification
* Licence Check if driving Council vehicles
* Working With Children’s Check
* Police Check
* Financial Checks

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| **Classification/Grade/Band/Level** |  |
| **Job Function Group:** | Professional /Specialist |
| **Reports to:** | **Manager, Communications** |
| **Staff Reporting Responsibilities:** | Nil |
| **Budget Responsibility:** | Nil |

Date:

Agreed:

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