## Position Description: Communications Officer

**PRIMARY ROLE STATEMENT**

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

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

Objectives of this role will focus on increasing awareness and utilisation of Council’s services and events, as well as building and maintaining positive brand and reputation management.

The Communications Officer works within the Communications and Events department and will also be required to liaise and work with the Media Advisor when necessary.

**KEY DUTIES AND RESPONSIBILITIES**

* Prepare high quality communications collateral and advice to meet Council’s corporate and strategic goals.
* Assist in the monitoring and management of implementing communications strategies and plans.
* 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 multi-skilled team.
* Foster positive working relationships internal and external stakeholders to deliver results, solve problems and anticipate customer needs.
* Ability to work flexible hours, including weekends and public holidays outside of normal office hours to meet organisational 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.

***Fraud and Corruption Prevention***

* Council constantly strives to improve our practices to ensure we uphold the highest ethical standards. Council has a zero tolerance approach to any fraud and corruption, and all staff are required to participate in and support fraud and corruption control initiatives. All employees must

report any potential fraud or corruption misconduct to Council’s Internal Ombudsman in the first instance, who will notify the General Manager. Council also has a Public Interest Disclosures Policy which you should review, outlining that Council will consider each report and make every attempt to protect the staff member making the report from any form of reprisal.

* Comply with Council’s ethical conduct, risk management and policy frameworks and Fraud Control Plan.
* Follow and implement any risk based controls and procedures identified for the Business Unit to help prevent and detect any fraudulent and corrupt activity.

***Work Health & Safety***

* In accordance with Council’s 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 ensuring all staff are aware of and have agreed to work to this policy.

**ORGANISATION STRUCTURE**

**ABILITIES, QUALIFICATIONS, EXPERIENCE**

***Essential***

* Tertiary qualifications in a Communications, Journalism, Public Relations or other relevant experiences in appropriate field.
* 3-5 years’ experience in the area of strategic communications.
* 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 strategic communications plans.
* Demonstrated ability to prepare communications materials and collateral through a range of channels, including factsheets, FAQ’s, media releases, talking points, website copy, social media content.
* 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, State or Federal Government.
* Intermediate level photography skills.
* Use in videography and online mediums.

***Employment Screening Required***

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

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| **Position Number and Establishment Number:** | SP-EX-28 / EST0067 |
| **Classification:** | Grade 10 plus OAR |
| **Job Function Group:** | Professional /Specialist |
| **Reports to:** | Senior Coordinator Communications and Marketing |
| **Staff Reporting Responsibilities:** | Nil |
| **Budget Responsibility:** | Nil |

Date:

Agreed:

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