



## POSITION DESCRIPTION

| POSITION DETAILS              |                                 |                                 |                       |
|-------------------------------|---------------------------------|---------------------------------|-----------------------|
| <b>Position Title:</b>        | Media and Communication Officer |                                 |                       |
| <b>Position Number:</b>       | 36                              |                                 |                       |
| <b>Group:</b>                 | General Managers Unit           | <b>Unit:</b>                    | General Managers Unit |
| <b>Salary Grade:</b>          | 14                              | <b>Standard Position Hours:</b> | 35 Hours              |
| <b>Position Reports to:</b>   | General Manager                 |                                 |                       |
| <b>Staff Management:</b>      | Nil                             |                                 |                       |
| <b>Budget Responsibility:</b> | Nil                             |                                 |                       |
| <b>Date Created:</b>          | April 2009                      | <b>Date Last Reviewed:</b>      | October 2015          |
| <b>Version:</b>               | 2                               | <b>Document Number:</b>         | DOC2014/042403        |

### ORGANISATIONAL ENVIRONMENT

Cessnock City Council employs approximately 280 employees and is responsible for a local government area of approximately 1,950 square kilometres within the Hunter Valley of New South Wales, approximately 120 kilometres north of Sydney and 40 kilometres west of Newcastle.

Cessnock City Council provides a diverse range of services and facilities for the residents and visitors of the local government area. Cessnock City Council comprises of three Directorates;

- Works and Infrastructure
- Planning and Environment
- Corporate and Community Services.

### ORGANISATIONAL CONTEXT OF POSITION

The General Managers Unit manages services associated with Human Resources, Economic Development, Media and Communication, Internal Audit and the Executive Office of the General Manager and the Mayor.

The Media and Communication function of Council manages the relationship between Council and local media and utilises effective communication strategies to promote Council projects, priorities and services to the community.

### WORKPLACE HEALTH & SAFETY

The Responsibilities, Authorities and Accountabilities (RAAs) applicable to this position is Level 6.

For specific WHS Responsibilities, Authorities and Accountabilities applicable to this position, refer to the WSH RAA Handbook.

The person accepting this position is required to read and comply with the RAAs applicable to this position.

## PRIMARY OBJECTIVE

The primary objective of this position is to;

- Promote a positive image of Cessnock City Council to the residents, ratepayers and business community through various media and communications tools.
- Provide valuable information regarding Council's activities and achievements to the appropriate target audiences.

## KEY ACCOUNTABILITIES

1. Implement effective and timely communication strategies and campaigns to promote Council projects, priorities and services to the community.
2. Maintain the core relationships between Council and local media by identifying and responding to their needs and developing and maintaining a network of media representatives and local opinion leaders.
3. Provide communications and media support, advice, training and coaching to the Mayor, General Manager and key staff on all communication issues, including media liaison, publications, internet/intranet, social media content and speeches.
4. Ensure that all Councillors, General Manager and key staff are informed of emerging critical issues and assist in management strategies in consultation with key stakeholders.
5. Display commitment to Council's brand and image to promote a strong, recognisable and consistent corporate identity.
6. Respond to current issues and implement communication strategies to inform the community about Council programs using appropriate communication tools.
7. Determine day to day media management strategies and develop proactive media strategies to support and help deliver Council's core business objectives.
8. Source, coordinate, design, produce, write and/or edit content for corporate publications, newsletters, advertising, intranet/internet and social media content.
9. Assess opportunities for sponsorship that fit with Council's image and direction and liaise closely with the Mayor and General Manager in negotiation of sponsorship arrangements.
10. Assist in the development of protocols to assist members of the public in their dealings with Councillors and the organisation.
11. Assist key stakeholders in establishing and communicating Council's Delivery Program and Operational Plan.
12. Assist key stakeholders with organising and coordinating functions, promotions, events and displays.
13. Assist in the review, development and implementation of forms, guides, policies and procedures related to media and communication to ensure that they are current and demonstrate best-practice principles.
14. Any other accountabilities or duties as directed by the General Manager which are within the employee's skill, competence and training.

## POSITION SELECTION CRITERIA

### Essential

1. Degree qualifications in Communication, Public Relations or other tertiary qualifications relevant to the key accountabilities of the position.
2. Demonstrated sound experience in a similar role with the proven ability to manage with a wide range of communications issues and effectively liaise with the media.
3. Demonstrated analytical, research and problem solving skills, including the ability to critically analyse issues to understand the central issue and determine its importance to Council and develop and implement appropriate solutions.
4. Demonstrated understanding and experience with a range of communications tools, including print and electronic news production, social media, advertising principles, newspaper and magazine layout.
5. Demonstrated ability to identify, monitor and manage sensitive issues and developing strategic recommendations and advice.
6. Highly developed computer skills including proficiency in MS Office, Electronic Document Management Systems and contemporary graphics software, such as Adobe Creative Suite.
7. Demonstrated time management skills with the proven ability to work in a high pressure environment and manage competing priorities to ensure deadlines are met.
8. Highly developed written and verbal communication skills and strong creative writing skills.
9. Highly developed interpersonal skills including the ability to communicate with a range of stakeholders, both internal and external, build and maintain effective business relationships and work effectively within a political environment.

### Highly Desirable

1. Previous experience in a similar role within a government organisation (local, state or federal), and a proven knowledge and understanding of government processes and reporting protocols.
2. Demonstrated experience in graphic design, preparing publications for print and liaising with external design providers.
3. Demonstrated experience in developing and implementing a corporate communication and public relations strategy and relevant policies and procedures.

## SIGNATURE

### Employee

Full Name:

Signature:

Date: